

The Desert Sun

Of Palm Springs, California

SERVING AMERICA'S MOST RAPIDLY GROWING DESERT-MOUNTAIN AREA

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New Indian Land Bill Sent Senate After House O.K.

Councilman Boyd and City Attorney Colegate Report to City Council on Results of Trip To Washington and Outline Compromise Measure

Reporting to the city council Wednesday night of their activities in Washington during the preceding two weeks on behalf of the city in the Indian reservation legislation before the house and senate, Councilman Florian Boyd and City Attorney Roy Colegate traced their work with the Indian Affairs committee of the House Public Lands committee, Department of Interior, Representative John Phillips, Senators Sheridan Downey and William Knowland and others interested in the legislation.

City's Case Strengthened By U.S. Action

A letter from the U. S. Public Roads administration was read to city council this week by City Manager W. E. Alworth, in which it was stated that under the present plan of the California State Highway commission for a bypass route across the north and east portion of the city, involving the airport approaches, that administration and the Civil Aeronautics authority could not sanction the routing and thereby would not match state and city funds for the bypass with federal funds.

It was further stated in the letter that any other routing would be approved providing the bypass would not encroach on approach zone standards.

Alworth told council that in his opinion the letter would be a good argument for swinging the state's views towards a better routing in accordance with the city's proposals and the council requested that he forward the letter to the state highway officers.

Waste Disposal Plan Is Changed

At the recommendation of City Engineer George Minturn, City Manager William Alworth at the June 30 meeting of the city council requested a change in waste disposal collections tried "unsuccessfully" since March 1. He recommended junking the price schedule of collections as of July 1 and change the billing for the service from 10 days to 30 days.

This Side Of the Sun

By Phat

THREE PIECE SUIT
The three supes pant
Of rights so vested.
To Sam they are devoted.
Their pants, his vest.
We'll be full dressed,
For we'll be cement-coated.

And with all that panting, two-pant days seem to be back. . . . Anyway, on July 26 they may discover that vests aren't being worn these days. . . . At least, not on the desert. . . . The committee for unregulated industry seems to feel put out because County Counsel Earl Redwine wrote the basic zoning ordinance. . . . Well, isn't he hired to whip county ordinances into legal shape? . . . The committee also claimed in its blurb sent out this week that the thing had approval of the state health department. . . . Seems to me I remember Dr. Robert Westphal, county health officer, saying the other day that he hadn't even been able to see a plan of the place to look over health hazards, if any.

WAS GLAD to see so many people alive on July five. . . . At least, they were walking around. . . . One or two didn't seem to care whether they were alive or not. . . . Wasn't the fireworks in their case, it was the firewater. . . . While we got by here in fine shape, the rest of the nation did its usual stuff. . . . The record shows \$18 dead as the result of the holiday. . . . That's more than lost their lives in some of the historic battles in the nation's early days. . . . With none of the glory. . . . Speaking of acci-

See THIS SIDE, Page 5

Charge Effort To Scrap All Zoning Laws

Motives of Board Questioned by Group Favoring Regulation

Although more than a dozen communities of the county have applied for local "home rule" zoning protection, the three ruling members of the board of supervisors have given ample proof that they intend to kill off all zoning privileges except in the area surrounding the city of Riverside, the committee for regulated industry charged today.

The committee quoted a resolution by all three supervisors, and a statement by the leader of the ruling three to disclose their animosity toward industrial regulations and local zoning, and added that only a vehement "No" vote on the issue of unregulated industry on July 26 can save the zoning regulations from liquidation.

ORDINANCE NO. 348-A, which is the issue on the ballot July 26, is the first step by the supervisors toward breaking down the zoning law as it would set

Absentee ballots are now available at County Clerk G. A. Pequegnat's office for the July 26 election. They may be obtained any time up to July 21. They may be voted at any time up to election day in the presence of a notary and returned immediately to your election board.

up a 1700-acre private domain more than 70 types of heavy industry can operate wholly without regulation of any kind, the committee charged.

According to the committee's statement the three supervisors adopted a resolution on June 6 which indicated that the board of supervisors holds the opinion that the county-wide zoning ordinance No. 348 sounds the death knell of industry in Riverside county.

"THIS OPINION is amazing in the light of the fact that Riverside county's ordinance is patterned after the one under which Los Angeles county has issued nearly 800 heavy industrial permits in its world famous 20-year industrial development," the statement declares.

If Guiberson's forces lose the election on July 26, he can still obtain a permit to build his cement plant, just as he could have at any time since January 1, and just as he would be required to do in other southern California counties, it was pointed out.

IN THE MEANTIME inquiry into the source of a letter sent all newspapers purporting to come from County Clerk G. A. Pequegnat's office supporting unregulated zoning was continuing. District Attorney W. O. Mackey yesterday started a new study of the case involving, it is said, prominent personages.

Meter Take First Year Is \$6542

Parking meter receipts to June 30, the end of the fiscal year, as noted by City Treasurer R. W. Peterson, totaled \$6542.38 from the date of inception of the "gadgets," about March 5 of this year.

Averaging more than \$1635 per month despite the poor showing for June—\$441.88—the meters drew more than \$2000 on two different months.

It is said the name would not only denote the unique aspects of the city's recreational center but would also carry over the term "Field."

In addition, leaders are also still considering a permanent name for the public park in process of planning for the area to be acquired on the Torney holdings. Several suggestions have been forwarded for this: Desert Park, Palm Park, Olive Grove Park.

City council will eventually make the decision on name suggestions forwarded for both the park and the recreational center.

Sign Board Is Enlarged To Five Men

Variance Committee Amendment Adopted As Result Protest

Appearing on behalf of Canyon View apartments on a proposed sign ordinance variance, Attorney Saul Ruskin, at council meeting June 30, took exception to the fact that the three-man board could legally conduct a hearing and reject the appeal with only a quorum rather than in full body as had been done previously to his client.

Ruskin demanded the council reconsider the application since one of the board members, Stanley Rosin, was out of town for the summer and the other two, Chairman Herbert Burns and Merrill Crockett, were the only ones in town and he maintained "there was no provision for a ruling by only a quorum rather than presence of the full board."

THE QUORUM of the committee which had rejected his client's application for variance he said was incompetent. He called Burns "the only one interested" in his job (on the committee) with Rosin as next most interested.

"Crockett," Ruskin said, "would rather be off the board anyway." At this point, Mayor Charles Farrell said he felt the best solution would be in the changing of the board from a three-man committee to one of five members with a quorum's decision as acceptable.

"It's easier to get three out of five present at a meeting than it is to get three out of three," the mayor said.

ASSISTANT CITY ATTORNEY Warren Slaughter upheld the validity of a quorum to act officially at which point Ruskin took exception to Slaughter's stand in a brisk exchange of words. Ruskin voiced his objection to a five-man committee and the argument was finally terminated by the mayor with instructions to the assistant city attorney to prepare an amendment in relation to the portion providing for a three-man committee so that the amendment will provide for a five-man committee of which a quorum may officially act.

The amendment was drawn up by Slaughter, who absented himself from the remainder of the meeting until just prior to adjournment at which time it was presented for action at the next meeting, last Wednesday evening, where it was adopted after reading. Read as an "ordinance amending sign ordinance No. 207" the amendment provided for three points; at least one meeting per month of the board; the board to consist of five men appointed by the mayor with the approval of the council; and that a quorum be empowered to act for the board.

Jail Addition Will Go Into Use July 15

Although the formal grand opening will not be held until next November when most of the Villagers have returned to appreciate the occasion, Police Chief August Kettmann said yesterday that the new quarters of the station will be ready for occupancy about next Friday, July 15.

Equipped with streamlined (but awfully dark) cells, secluded questioning rooms, complete photo lab, "inter-com" system and many other features the reconditioned police station is said by many to be one of the finest in the county for a town of this size.

Open House at Desert Bank

A reception tomorrow from 2 to 4 p. m. will mark the opening of the new Desert Bank at Cathedral City. The bank will be open for inspection by residents of the desert area. Then at 8 a. m. Monday, the bank will be open for business.

Details of the new Desert Bank may be found in section two of today's Desert Sun.

Assessed Values of City Up Almost 10 Millions

Cornell to Map Plans for Field Club Development As City Recreation Center

Progress on Field Club developments was given a big boost at the June 30 meeting of the city council at which time Ralph B. Cornell of Los Angeles was chosen for the job as designer and layout expert for the project.

Chosen unanimously, Cornell has had an active part in most of the recreational developments of a great many southern California communities. Designer of the master plan of Griffith and Elysian parks, Los Angeles, he has also done the designing of parks in many other cities.

Also selected the same evening for the architectural designs of the development was the Harry Williams Architects of Palm Springs. Stewart Williams will be in charge of the ball park work while Roger Williams will have the rest of the assignment concerning the rodeo and horse show grounds.

It was reported that develop-

Quarterly Report Reveals Another Increase at P. O.

Business at the post office the first six months this year was about \$3000 better than for the corresponding period in 1948, R. M. Gorham, postmaster, reported Friday.

The gain was registered in every month except February and June which, this year, showed totals slightly under the 1948 totals.

Totals for the second quarter of the year—April, May and June—this year were \$28,018.55. For the corresponding quarter in 1948 the figures were \$27,047.16. In the first quarter—January, February, March, 1949—the totals were \$49,577.12 and for the similar period in 1948, \$47,663.23.

Totals for the first six months this year, as announced by Postmaster Gorham are \$77,595.62 and the corresponding six months in 1948 were \$74,710.39.

The comparison by months for the second quarter:

	1948	1949
April	\$13,396.40	\$14,330.06
May	\$8,113.40	\$8,547.19
June	\$5,366.86	\$5,141.25

Cathedral City Hero's Remains Returned Home

Among the bodies of four Riverside county war dead back from the ETO is that of Second Lt. Robert B. MacLennan, son of Bruce MacLennan, Cathedral City painting contractor.

The shipment of war dead originally buried in temporary military cemeteries in France, Holland and Belgium, numbered 3333 brought over aboard the army transport, Carrol Victory, army officials announced.

Time Element Balks Plan For DAV Convention Here

The time element played hob with Palm Springs' plan for the state convention of Disabled Veterans of America here next year.

State DAV members favored the Village as a convention site next year but the convention is always held the latter part of June and early part of July. Arrangements are always made so that the session dates include July 4th.

Dr. James E. Potter and Charles St. George, delegates from the local DAV post who went to the 1949 convention at San Jose last week prepared to bring the 1950 sessions here, decided that July would not be a fitting time in Palm Springs.

Weather, lack of facilities to house 2000 visitors, and the mid-summer lull mitigated against the plan to bring the convention

ments for the obtaining of a ball team were progressing with the probability of the Seattle Rainiers being the foremost in present plans.

Under the chairmanship of Herman Reich, the baseball committee is working hard on the job of future plans with nearly every prominent league team in the country having been contacted.

In the meantime, under the direction of Tony Burke, chairman, the committee on horse show facilities has undergone a great deal of work on its planning for horse, rodeo and other similar events adaptable to many types of shows—even to the possibility of presentation of the Insanities of Circus Week. Assisting this committee is Sam Kramer of Santa Barbara, said to be the foremost horse show producer on the west coast.

Sewer Gas Blast And Fire Wreck Village Dwelling

In the years most spectacular fire last Thursday evening, the frame-stucco home of Edward Martinielli, 871 East Arenas, burned to the ground, injuring him severely. An immense crowd of sightseers hampered the fire department's efforts to curb the flames.

Caused by the explosion of a cesspool the blast was heard for many blocks and was at first attributed to a butane tank. Latter it was found to have been caused by "an inadequate and choked vent" above the cesspool, according to findings of the city building department.

GAS FROM THE CESSPOOL, due to the clogged vent, was by P. M. Swart, building inspector, to have backed up to the sink of the building and had filled up the room to such an extent that the pilot light of the stove, across the room, set it off. The fire followed through the lines so that the cesspool itself exploded.

Martinielli, asleep on a cot in the same room, was seriously burned and was immediately taken to community hospital. He was later removed to Savtelle Veterans' hospital for care.

"This is the type of accident which can happen," said Swart, "when the building code is not strictly followed."

"ALL CESSPOOLS are required to have adequate venting for the prevention of just such accidents as this. Here was a case of an undersized vent which became clogged. Gas, which collects in any cesspool, backed up in this instance and went the entire distance to the connection to the basin. In this way it exploded."

See EXPLOSION, Page 8

60 Per Cent Increase Over Last Year Shown as Values For New Year Are Released

Village Assessment Placed at \$26,122,820 Compared With \$16,967,190 Last Year; Tax Rate to be Based on New, Larger Figures

Assessed values in Palm Springs went up ten million dollars over last year while the county as a whole showed a 60 per cent increase over last year.

According to figures released Wednesday morning by Frank Burchfield, county assessor, the assessed valuation of Palm Springs, on which the tax rate will be based, is \$26,122,820 for the 1949-50 fiscal year.

Last year's assessed values were fixed at \$16,967,190.

PUBLIC UTILITY values, assessed by the state, are not included in Burchfield's figures and will be added to the Village's 26 million total.

The rolls, completed Tuesday, and made public by County Assessor Frank Burchfield, established the total assessment of taxable properties in the county as \$219,751,920.

The 1948 rolls showed a total of \$134,517,870.

THE NEW VALUES came as no surprise. Burchfield announced months ago that a reassessment program was under way to bring Riverside county in line with present economic conditions and with other southern California counties. Property owners have been notified of the new assessment of their properties individually.

Burchfield pointed out that the new assessed valuations will not in themselves, mean any increase in taxes.

THE AMOUNT of taxes to be collected is controlled entirely by budgets set up by tax collecting bodies. The theory of assessments is that it merely equalizes the load.

The tax rate is a figure arrived at mechanically by dividing the budget into assessed valuations.

See ASSESSMENTS, Page 8

Vaile Named Local School Board Chief

At its regular meeting Wednesday evening, the Palm Springs Unified School district board organized for the coming term. The new president of the board will be Roland Vaile and clerk for the coming term will be Dr. Frank Purcell.

Named as business manager for the schools with duties to commence Aug. 1 was Frank Herkelred of Redlands. Herkelred is said to have worked in this capacity in other school systems previously and is at present time business manager of the Redlands Community hospital.

It was announced that the August meeting time would be changed from the usual date to an afternoon meeting, Tuesday, Aug. 2 at which the budget hearing would be held.

Present at the meeting were Vaile, Purcell, Conrad Nelson, Hilton McCabe, members, and Dr. Arthur G. Hoff, acting superintendent sitting in on the meeting in an ex officio capacity. Melba Bennett was the only member absent, being at the present time on a trip to England.

The PUBLISHER'S Corner

by OLIVER B. JAYNES

THE GUIBERSON "FRONT" is called the "Committee for Industry and Employment for Riverside County." Under this banner, the Guiberson interests are trying to fool the voters of Riverside county. It's an old campaign trick by which special interests attempt to hide their selfish objective behind an apparent interest in the common people. It usually takes the form of also charging the opposition with the same tactics which the special interests are trying to cover up. Such a daring position is designed to confuse the voters.

Let's take a look at the Guiberson campaign and see if this is not precisely what they are doing. A 12-year-old should be able to figure it out.

In an advertisement signed by the above mentioned "committee," the charge is made that "the Desert Associates are fighting this plant in an attempt to create a dangerous political machine. . . ." The GUIBERSON political machine is the most dangerous combination that has ever existed in the county's history. It is determined not only to favor special interests but to punish any group which opposes it as well. The checking of this political machine is an important phase in the July 26th election—and the Guiberson interests know it. That is why they charge the Desert Associates with setting up a political machine—TO COVER UP THEIR OWN!

In the same advertisement, the "committee" says the Desert Associates' theme song is "We don't want industry." They know, of course, that this is not true; that Desert Associates are positively for industry in the county but opposed to UNCONTROLLED industry like the special zone which Guiberson wants near Palm Springs for the operation of a cement mill—or any other industry or business—without any control whatsoever by the county government. The Guiberson interests know—but are trying to keep the voters from knowing—that they could have applied for a permit to operate a cement plant at the wanted location and have obtained it by simply agreeing to THEIR PROMISES THAT A CEMENT MILL THERE WOULD NOT BE A MENACE TO THE ADJOINING RECREATIONAL AREA. The fact is they do not want to put their promise in writing. So they again resort to the old trick by charging their opponents with opposing industry.

Now listen to this high-sounding statement of the committee (which should be called "The Special Interests Committee for Operation of Uncontrolled Industry") which says: "This abuse of the public welfare (the dangerous political machine) must not happen in Riverside (Please Turn to Page Eight)

Retail Merchants Discuss Plans for Coming Season

Seven members of the executive committee of the Retail Merchants association held a business meeting Wednesday afternoon at Pappy's Barbecue to discuss scope of operations, especially in reference to the organization's operation next fall.

A letter from the chamber of commerce was read in which it was disclosed that the facilities of the chamber were open to the merchants' group for official office and headquarters until such time as a permanent office of their own is obtained. It was the opinion of the group that the chamber was most generous in its effort toward mutual cooperation in civic affairs and the board requested the secretary to draft a letter to the chamber manager stating the organization would be "happy to accept the generous offer of the chamber," as stated by the president, Leo Baker.

Several items of routine business were discussed including procedure of cooperating with the city clerk in the matter of handling various types of solicitations for funds which, they stated, becomes very tiresome during a normal season's business.

It was announced that Ray Lusby, now a full partner in the Palm Springs Nardoni Bond and

Insurance agency, had promised cooperation of his firm in the formation of the Better Business Bureau portion of the organization's program and that he would engineer the plans for creation of the bureau so that by fall, when the full membership would be available, proper action could be made in its formation.

Members present at the meeting besides President Baker were Vice President Ed Landfield, Secretary Edna Brott, Herman Reich, Mr. and Mrs. Herbert Mennell and Newt Hotchkiss.

Horse Show Data Will be Studied By Village Group

Five Villagers of Field Club Horse Show facilities committee are scheduled to fly to Santa Barbara Tuesday for the opening of the 30th Annual Horse show of that city for an overnight inspection of the affair in line with planning for the local arena.

Headed by Chairman Tony Burke the group will also include President Phil Delano of the P. S. Horsemen's association, Manager Bill Dunkerley of the chamber of commerce, Architect Roger Williams and Mayor Charles Farrell.

Scheduled to be the guests of the Santa Barbara chamber and Sam Kramer, considered as ranking stager of horse shows on the coast, the group will inspect the facilities of that city's show, said to be a model layout for that type of show.

Name Dr. Powers On Legion Board

At a regular meeting of American Legion, Owen Coffman Post 519 last Tuesday, items of routine business nature were taken up. Main point of interest was in the naming by the group of Dr. Harry J. Powers to the position of executive committeeman.

It was announced by Commander Hilton McCabe that the following meeting, July 19, would be highlighted by the appearance of at least three members of the Rams professional football team plus motion pictures of several of their games during the past season.

Dog Ordinance Now Effective In County Area

County ordinance 352, the county dog ordinance, became effective last Friday morning.

Under the new law all dogs in unincorporated territory must be licensed by August 1. Earl Westcott, county poundmaster, said Saturday, Westcott emphasized the fact that the county license does not conflict with license required by any of the incorporated areas in the county. He said all dogs must be registered and tagged with licenses.

ACCORDING to the provisions of the new ordinance the license fees are as follows:

Male, \$1; Female, \$2; Spayed Female, \$1; registered kennels of 4 to 10 dogs, \$5 a year; kennels of 11 to 19 dogs, \$10 a year; and kennels of over 19 dogs, \$20 a year.

Dogs which are removed from kennels and not transferred to other kennels must be licensed separately. Anyone holding a dog for 15 days or more become the legal owner of the animal.

THE COUNTY poundmaster said it is by law a misdemeanor for anyone to keep a dog without proper licensing, and he may be punished by a fine not to exceed \$500 fine, or six months in jail, or both.

In the near future, Westcott will be at the various sheriff substations throughout the county at which time dog owners can license their dogs. The times when the poundmaster will be at the different communities will be announced latter.

Legion Engages Six-Piece Band

Proving such a success to the membership American Legion, Owen Coffman Post 519, will conduct its weekly Saturday night dance tomorrow with the services of a six-piece orchestra instead of the usual juke box or records.

Ted Ward and a group from Beaumont will provide the titillating rhythms necessary for the dancing enjoyment of members and their guests.

According to Harold Roach, in charge of the weekly dances through the summer, the affairs are open to all members, visiting members and guests of the post.

Idyllwild's Fourth Is Safe and Sane

Idyllwild's Fourth of July holiday was safe and sane.

Despite a record crowd in the mountains over last week end there were no fires or major violations of the forestry code, U. S. forestry officials reported.

Campers and hikers filled the mountain park area it was reported.

Assemblyman Back From First Session

Assemblyman John Babbage of Riverside, representative of this district at Sacramento, was back in private law practice today.

He returned to the county seat Wednesday after his first session in the legislature, the longest session in the state's history, with a fine record of achievement in his freshman year at the capital.

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THE MIDDLES

By Bob Karp



Carl Blattner, Popular Village Cafe Man, Dies

Village friends were shocked this week to learn the death of Carl Blattner, owner of the Wafel Shop on Palm Canyon drive, popular eating place here for many years.

Blattner succumbed a week ago while visiting friends in Dunsuir in the northern part of the state.

Taken ill suddenly, he was hurried to the hospital at Klamath Falls, Ore., where he died June 28.

The remains were sent to Osaka, Iowa, his old home town for funeral services and interment.

Pick Wielder On Probation For Two Years

Reporting in to local police last Friday evening that her husband had beat her up and had threatened her if she returned to the house, Carrie Walton, Negress, requested a police escort to her reservation home to get her three children.

Accompanied by Officer Dale Thompson the two approached the house and when Mrs. Walton approached the door, the husband, Augustus, greeted them carrying an ice pick.

Officer Thompson drew his revolver and was required to warn the man three times before he dropped the ice pick.

Walton was taken to the police station where he was charged with disturbance of the peace.

Don't Miss It!

The Midsummer Villager

Work and Play
Life goes on . . .
In Desert Land
During Summer.

You'll like
Edmund Jaeger

SUMMER DAYS IN OLD PALM SPRINGS

Articles — Pictures
Drawings

Palm Springs
Villager

Dance Under the Stars!

WESTERN DANCE
EVERY SATURDAY,
(9 to 12)

VET'S CLUB DESERT
HOT SPRINGS
1 Block West of Bath House
VFW Desert Hot Springs Post 6474

Come Over--Cool Off



Suspect in Coin Box Raids Faces Gate City Trial

Returned to San Bernardino where that city is said to have prior claim to his presence, Joseph R. Miller, former employee of S. A. Guiberson and arrested locally last week as the perpetrator of the numerous recent phone box thefts, was turned over to authorities by Riverside county sheriffs who had custody of the man.

Miller is said to have a prior record in San Bernardino for forgery, burglary and had checks and was wanted by that city for further counts. When apprehended last week by local police as the result of stake-outs by Bill Nash of the telephone company he was said to have just completed a double burglary on phone boxes at Joshua and Morongo. Positive identification was made by the presence of purple coloring on his hands, tools, clothes and money placed previously in the coin sections of the boxes in the form of a powder which, when coming in contact with the skin, turns into an unwashable dye. At time of arrest by Officers Ted Greene and Harvey Bryant, Miller was covered with the coloring.

According to Chief August Kettmann Nash will file formal charges against Miller in the event the man is not prosecuted in San Bernardino County. A former employee of Guiberson, of the Whitewater Cement company, the man was living at the proposed plant site at the time of arrest and was said to have acted in the capacity of watchman for the project.

at the high school, and anyone taking these courses under the Red Cross, can do so free of charge.

The tentative schedule for the six week course is:

Beginners' class—1 to 2 p. m.
Intermediate class—5 to 6 p. m.
Advanced class—7 to 8 p. m.
Open to public—2 to 5 p. m. and 8 to 10 p. m.

Pro-Guiberson Committee Asks "Unmolested" Industry

Frank C. Timmons, Riverside real estate man, heads a newly organized group which is taking up the cudgels for S. A. Guiberson and his proposed cement mill north of the Village under the title of "Committee for Industry and Employment in Riverside County" according to press releases issued this week.

The statement, issued by the new group backing the actions of Supervisors Ed Hill, William Slape in creating an M-2 zone, sets forth that the committee is "in support of S. A. Guiberson's right to build and operate his cement plant northwest of Palm Springs unmolested by harassment and restrictions dictated by his enemies and competitors."

Wednesday the mails were flooded with a broadcast from the new committee. Enclosed was a copy of the resolution which Supervisor Ed Hill sought to foist on county newspapers and for which he is under investigation of the district attorney's office at present.

A long statement was also enclosed. The statement aroused

indignation in some quarters, amusement in others, for it contained several items which it was claimed were gross misrepresentations.

Timmons in his attack on factions seeking industrial regulation, declared that the basic zoning ordinance was written by County Counsel Earl Redwine upon suggestion of the Desert Associates.

Crop Duster Hurt In Airplane Crash

Argyle Watkins, Indio aviator, was in Coachella Valley hospital today critically injured as result of an airplane crash Wednesday morning.

Watkins had just taken off from Indio airport with a plane laden with DDT and sulphur when his craft crashed and burned.

He was on his way to the Frost ranch to dust grapes.

Announcing:

LEO MIZYSAK, now associated with
Seller Construction Co.
390 Sunny Dunes Road
SWIMMING POOLS and GENERAL CONTRACTING
Phone 24055

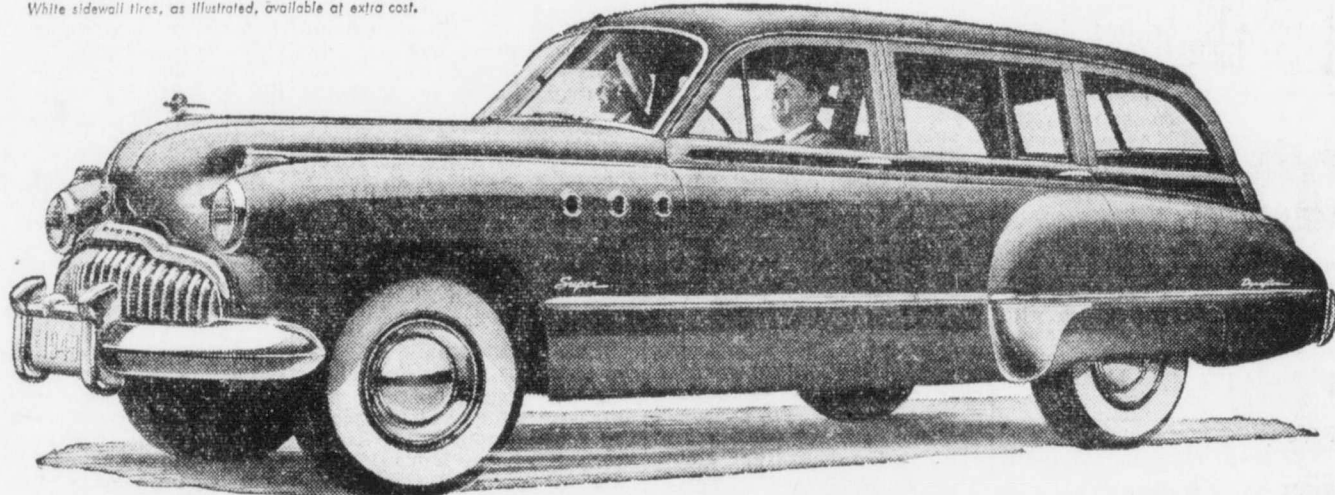
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FOR THE FINEST MEXICAN
AND AMERICAN DINNERS

It's Cool—Completely Air-Conditioned
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Almost to Indio—Off Highway 111 (at the sign)
Phone Indio 77001

White sidewall tires, as illustrated, available at extra cost.



For Friends — Roamers — Countrymen —

QUITE literally, it's one car in a thousand—999 other cars take the road for every Estate Wagon Buick turns out.

But it's far more than something exclusive, as you'll soon see when one takes its place in your garage.

For those times, for instance, when house guests arrive—what smarter equipage could you send to the station, what greater comfort, what handier way to manage the luggage problem?

And when the Lord and Master yearns for a few days away from it all—what's handier than this nimble gadabout, that lets him fold down a back seat at nightfall and enjoy full-length double-bed sleeping space?

And that place in the country, calling for a car that can go just about everywhere, do just about everything . . .

That's when you'll go for the ruggedness of this beauty with its steel framing, steel top and springs of durable, service-free coiled steel. That's when you'll go for Dynaflo Drive—too—and the steady, even, fluid pull that takes furrowed fields, rough pastures and narrow back roads with equal, shift-free ease.

In all truth, this is a star of many roles. Smart and sleek, finished like an express cruiser, it's a standout for style in any parking line-up, a family favorite for its quick readiness to take on any transportation job.

It's a buy, too, like all Buicks—and your dealer is offering pleasantly prompt delivery. Why not see him today about the car that both literally and figuratively is one in a thousand?

†Standard on Roadmaster, optional at extra cost on Super models.



Tune in HENRY J. TAYLOR, ABC Network, every Monday evening

Your Key to Greater Value

DESERT INN GARAGE

193 N. Palm Canyon Drive

Palm Springs, California

When better automobiles are built BUICK will build them



Even Aladdin would have been surprised if he had rubbed his magic lamp and brought forth the brilliant illumination of modern electric light. But there is no magic behind today's electric switch...no frightful genie to do man's bidding. Just wires. Yet backing up these wires are the talents and labors of many men and women and vast amounts of man-made mechanical equipment. Electric plants, generators, transformers, thousands of miles of cables and wires, towers, trucks, and a small army of skilled plant, field, and office workers combine to produce the electricity that flows to the switch. Amazing, yes...magic, no.

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POWER COMPANY**

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VILLAGE

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Continuous from 1:45
Sat. Sun.
Mon. - Thurs. - Fri.
Box Office Opens 6:45 P. M.

SAT. ONLY JULY 9



also -
"NEARLY EIGHTEEN"
With GALE STORM

GIANT SCREEN
Every Sat. Nite

SUN. ONLY JULY 10

Gary Cooper • Victor McLaglen
"GUNGA DIN"

also -
"THE LOST PATROL"
Starring VICTOR McLAGLEN

MON.-TUES. JULY 11-12



also -



WED. ONLY JULY 13

The one and only
RUDOLPH VALENTINO
"SON OF THE SHIEK"
FUN - PRIZES - LAUGHS
Every Wed. Nite

THURS.-FRI. JULY 14-15



Final Bond Drive Total Is \$115,191

Palm Springs wound up its Opportunity Drive well over three times its quota and with the highest percentage on the Pacific coast.

With Tom Holland, chairman of the drive, preparing to leave San Francisco tomorrow on an Orient cruise after successful conclusion of the campaign, final reports Tuesday revealed that total bond sales by R. M. Gorman and his staff at the post office and Fred Ingram and staff at the Bank of America, were \$115,191.25. The quota was \$34,300.

Holland, on the closing days of the drive, found the total here just \$5000 short of three times the quota and issued an appeal for that \$5000. The response rolled up \$16,468.75, also more than three times over the last day's goal.

On the closing day of the campaign E bond sales totalled \$9468.75 and other bonds, \$7000. That brought the over all total to \$115,191.25.

The government gave Holland a goal of \$34,300. He set his own goal for the Village at \$104,900—and counted \$115,191.25 at the end.



DESERT HOT SPRINGS THEATRE

10 miles from Palm Springs

Box Office
Opens 7 P. M.
Show starts 7:30

FRI.-SAT. JULY 1-2

CANADIAN PACIFIC (in color)

Starring RALPH SCOTT

SUN.-MON. JULY 3-4

"MA & PA KETTLE"

Starring MARJORIE MAIN and PERCY KILBRIDE

CASH PRIZES EVERY SAT. AND MON.

CLOSED TUES.-WED.-THURS.

Supervisors Seek Pact With Ambulance Firms

County supervisors and commercial ambulance firms this week were making further efforts to get together on payment for service to indigents to keep emergency ambulances rolling after August 1, the deadline.

Several ambulance firms have served notice they will halt emergency service after this month if the county does not help bear the cost of such service to indigent patients.

SUPERVISORS first turned down the operators' request for aid, then reconsidered. Supervisors asked County Counsel Earl Redwine for a legal opinion on the matter and Redwine replied Tuesday that the county may enter into contracts with private operators for indigent service but is not required to.

The ambulance firms had submitted a contract but Redwine

said it is not completely acceptable legally. He said the county can work out a contract and submit it to the operators. Supervisor Ed Hill Tuesday moved to have the county garage prepare a study of cost rates for county ambulances in an effort to arrive at a rate to be paid the commercial ambulances.

AMBULANCE FIRMS were unanimous in demanding the county help pay the bill for indigents and said they could not continue to operate under present conditions, where 20 per cent of emergency ambulance patients do not pay their bills.

The threat of Coachella Valley firms to discontinue their emergency service would leave the desert without ambulances to pick up auto accident victims and the county garage said the county could not provide the service with its own ambulances.

Shasta Daylight Is Ready to Roll

Charles McGann, Southern Pacific passenger agent here, was enthusiastic today about the new Shasta Daylight, crack streamliner going into service Sunday between Portland and San Francisco.

"Coupled with the Daylight which has been so popular between Los Angeles and San Francisco for years, it will afford a chance to see the west coast by daylight from Los Angeles to Portland at a rail fare one-way cost of less than \$20 for the 1200-mile trip," he said.

The new train leaves each city—Portland and San Francisco—at 7:45 a. m. and arrives at its destination at 11:15 p. m.

McGann said he had already been asked by several vacationers about the coast vacation jaunt and that several are planning the coast ride with a night in San Francisco each way and some time in the northwest.

The Shasta Daylight will be a daily speedster starting July 10.

Villager Returns From Boys' State

Craig Hammond, 16-year old son of Mr. and Mrs. Alex Hammond, returned last week from Boys' State in Sacramento where he acted as judge of the youth group and assisted in formulating policies and legislation for the movement for the coming year.

He was returned home by his parents who incorporated the jaunt to Sacramento as after-math of a San Francisco vacation.

At home this week for a few days father and son then left for the Desert Sun school at Idyllwild for the summer where he will act as music tutor.

DAV Opposes Bonus by State

Floyd Ming of Bakersfield was elected commander of the California department of Disabled American Veterans at the San Joaquin convention of the organization. One of the principal resolutions adopted at the session was in opposition to the plan for a state bonus.

Dr. James Potter, commander of Palm Springs post, DAV, and Charles St. George are local delegates at the session.

Baby Daughter for Homer Neil Home

A daughter was born to Mrs. Homer Neil Thursday, June 30, at Community hospital weighing six pounds, 14 1/2 ounces. The new arrival was named Diana Margaret.

Aug. 1 Set for Hog Ranch Hearing

Supervisors meeting Tuesday set August 1 as date for a hearing of the application of J. W. McGaugh to set up a commercial hog ranch near Idyllwild.

Cowans Go North Over Holidays

Mr. and Mrs. Rex Cowan spent the forth of July holiday with friends at Colma, near San Francisco. They left Friday noon, returning Monday.

Legion Accepts Disaster Council Police Force Task

At an executive council meeting of the American Legion last week it was decided to accept the suggestion of the Palm Springs Disaster council in which the legion would form the auxiliary police branch of the council.

Formulated earlier in the week at a meeting of Executive Officer Robert W. Peterson and Personnel Officer Ray Lusby of the council, Police Chief August Kettmann and Commander of the legion, Hilton McCabe, the plan calls for the appointment of 40 auxiliary police who will be automatically deputized in the event of any named local emergency or disaster.

According to the plan, members of the legion will form the policing group while other veterans organizations will be used for other sections of the nine-point disaster program.

A meeting will be held today of the two council leaders with Grant Wood, commander of the Artvets, Fire Chief Bill Leoncio

and Warren Heath for the purpose of formulating plans for that veteran organization to supply personnel in the fire division of the council. Leoncio is chief of the division of the council while Heath is alternate.

PLUMBING

Heating and Cooling

HENRY A. SIMSARIAN

850 N. Palm Canyon Drive

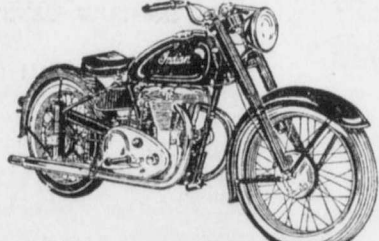
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NOW OPEN TO SERVE YOU!

WITH

Indian Motorcycles

Sales • Service • Accessories



-- Also --
Johnson Outboard Motors

COME IN AND SEE THE NEW 1949 ARROW AND SCOUT!

DESERT FORGE

Acetylene and Electrical Welding — Blacksmithing — Towing Winch Truck Service — Auto Body & Fender Repair and Painting
210 West Sunny Dunes Rd. Phone 26088

Atomic Designs Being Tested at Salton Sea Base

Mechanical testing of atomic bomb designs is being conducted at the Salton Sea Base, the Atomic Energy Commission announced last week.

The veil of secrecy which has surrounded the Atomic Energy Commission's \$2,000,000 testing and proving grounds project, located at the former Sandy Beach Naval air station 68 miles from the Village, was partially lifted by the announcement.

The project on Salton Sea will continue, the commission announced as it was also disclosed that the Sandia, N. M., laboratory would be turned over to private industry.

No atomic explosives are tested at the Salton Sea laboratories and proving grounds. Such testing is done at Eniwetok atoll in the Western Pacific, the AEC said.

The AEC has announced that no radiological hazards to the people of Imperial or Coachella Valleys will arise from the work at the sea shore base.

Bob Young Joins Local Police Force

Taken on during the summer as temporary patrolman, Bob Young, former officer and local manager of the Firestone store during season, will serve with the local police force until next fall, according to word from City Manager William Alworth. Bob, whose duties started July 3, is replacing Ray King who is on two months leave of absence.

Cancer Drive at 88 Per Cent Mark

Riverside county has reached 88 per cent of its goal in the American Cancer society drive, county chapter heads declared this week.

The drive is scheduled to come to an end July 18.



APRICOTS—Not eggs, but king-size apricots fill the basket of pretty Miss Dorothy Scott, Hemet Apricot Queen, who is using her pulchritude to publicize "Apricot Time in Hemet," which will continue through the third week in July this year. Highway fruit stands and U-pick orchards are proving popular with housewives bent on filling family larders, and their demands are beginning to make a dent in Hemet's estimated 12,000-ton apricot crop. "You're invited, too, to visit Hemet during apricot time, taste our fruit and see our dry yards and processing plants in operation," Miss Scott said.

Board Members Are Reappointed

At the June 30 meeting of city council, the last of the fiscal year, appointments were made by Mayor Charles Farrell and confirmed by council on city boards and commissions.

Barbara Hinkle was reappointed to the Health Center board for

Plan to Organize Fire District at DHS Investigated

Formation of a fire district in Desert Hot Springs is under study today following a visit of three chamber of commerce members from the resort to Riverside last week.

Herbert Eckstone, C. C. Covey and Sam Davis made the trip to investigate the possibilities and to learn methods of procedure.

Installation of fire hydrants and subsequent lowering of insurance rates are among benefits to be derived from a fire district sponsors pointed out.

A period of three years while Carl Lykken and William Dean were reappointed to the library board for four-year periods each. Appointments to vacancies in the Indian affairs board were withheld pending further investigation of prospective appointees.

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PALM SPRINGS, CALIFORNIA
Friday, July 8, 1949

Desert Crash Fatal to Youth

Riverside county registered one death in traffic over the Fourth of July holiday it was reported by highway patrol officers Wednesday.

Joe Parros, 23, of Coachella, was killed in a crash between Indio and Palm Springs on Highway 111 when the automobile he was driving careened into a concrete bridge abutment after sideswiping a passing car.

Until the gutta percha ball was introduced in 1848, golf balls were stuffed with feathers.

ADVERTISEMENT

ATHLETES FOOT ITCH NOT HARD TO KILL IN ONE HOUR

If not pleased, your 40c back at any drug store. T-4-L, a STRONG fungicide, contains 90 per cent alcohol. IT PENETRATES. REACHES MORE germs to KILL the itch. Today at Vincent & Fritz Drug Co.

Pappy's Barbecue

OPEN ALL NIGHT — 5 P. M. to 7 A. M.

OOZY—JUICY—TENDER— Spare Ribs

Carl Carraway, Mgr.

218 N. Palm Canyon

Open All Summer 11 to 11 ICE CREAM

- SUNDAES
- CONES
- TAKE HOME Quarts and Pints

Delicious New Flavors
PALM SPRINGS FAVORITE DESSERT
Phone 2-4715 for Catering
1480 S. PALM CANYON DR.
Tom Rafferty



Foster's Freeze

PEACHES

EARLY ELBERTAS

3 lbs. 29¢

DELICIOUS SO MANY WAYS!

SLICED WITH CREAM

WITH CEREAL

FRUIT SALAD

FOR PIES AND COBBLERS

PEACHES

Nectar Variety, White Meated Freestones 3 lbs. 25¢

APRICOTS

Royal Variety, Tree-Ripened Well-Colored Fruit 3 lbs. 19¢

ORANGES

Medium Size Valencia Excellent for Juice 5 lbs. 19¢

GOLDEN CORN

Northern Grown lb. 9¢

CELERY

Utah type, Crisp, fresh. lb. 6¢

CABBAGE

Solid heads, For stew. lb. 3¢

LETTUCE

Crisp, solid, fresh. lb. 7¢

YELLOW ONIONS

Medium size. To slice. 4¢

DAIRY FOODS

Table Cream Lucerne half pint 21¢

Whipping Cream Lucerne half pint 30¢

Party Pride CATERING GRADE Ice Cream

Extra Rich! Extra Smooth! Popular Flavors

Ice Cream Party Pride REGULAR 2 pints 29¢

Half & Half Lucerne half pint 25¢

Fresh Milk Lucerne 39¢ quart 19 1/2¢ carton

Prices subject to State Milk Board regulations.

COTTAGE CHEESE

Blossom Time Creamed or Farmer type. Packed in 1-lb. cartons. lb. 17¢

SAVINGS AT SAFEWAY

White Bread 13¢ standard large loaf 18¢

Wheat Bread 13¢ standard large loaf 18¢

American Cheese 84¢

Pimento Cheese 24¢

Peanut Butter 35¢

Cookies 43¢

Tea Timers 18¢

Tomato Juice 23¢

Apple Cider 95¢

Cracker Jack 9¢

Spry Shortening 89¢

ANNOUNCING!

PRIZE WINNERS in the Grand Meat Recipe Contest

in the JULY FAMILY CIRCLE 5

Save on Meats...Shop Safeway

At Safeway you get extra value. Meat prices are on TRIMMED cut, with excess fat and bone removed before weighing. Safeway meats are guaranteed good-tasting, or all your money back.

ROUND STEAK

Best Cuts from U.S. Graded Good Beef lb. 69¢

CORNER BEEF

Boneless Brisket, Serve Hot...or Slice for Sandwiches lb. 49¢

GROUND BEEF

In Visking Casing, For Meat Patties lb. 35¢

SHORT RIBS

U.S. Good Beef To Bake or Braise lb. 23¢

LAMB ROAST

Square Cut Shoulder U.S. Good Lamb lb. 59¢

RIB ROAST

OR RIB STEAKS, Cut from First Five Ribs U.S. Good Beef lb. 75¢

Lamb Rib Chops

From U.S. Good Lamb lb. 89¢

Boiling Beef

Plate meat, U.S. Good. lb. 15¢

Sliced Bacon

Grade B, layer packed. lb. 45¢

Bologna

Large or small types. lb. 39¢

Halibut Slices

Excellent fried or broiled. lb. 45¢

Whiting

Pan ready, Whole fish. lb. 25¢

Nob Hill Coffee

High quality blend at a low price. Ground to order. 1-lb. 45¢ 2-lb. 89¢

Airway Coffee

Mild, mellow blend. Ground to order. Note low price. 1-lb. 81¢ 2-lb. 1.19

Margarine

Sunnybank brand. 1-lb. can. 25¢

Kern Preserves

Apricot-Pineapple. 2-lb. jar. 35¢

Woodbury Soap

For face and hands. bar. 8¢

Sierra Pine Soap

For toilet or bath. bar. 7¢

Cocoa Almond Soap

Fancy toilet soap. Made by White King. 2 bars 15¢

Ivory Soap

Large size bar. 2 bars 27¢

Laundry Soap

Crystal White. For clothes and dishes. 3 1/2-lb. box. 19¢

Super Suds

Concentrated. In blue box. 23-oz. pkg. 27¢

Dash Soap

Granulated. For clothes. 3 1/2-lb. box. 27¢

Trend Deal

11-oz. 1-pkg. 5¢; 1-pkg. 10¢ both for 26¢

Old Dutch

Cleaner. 1-oz. can. 10¢

Armour Treet

Lincheon Meat. 12-oz. can. 37¢

Potted Meat

Libby brand. Fine in sandwiches. 3 1/2-oz. cans. 25¢

Hash Corned Beef

Libby brand. 16-oz. can. 32¢

Dried Beef

Frankford brand. Sliced. 4-oz. can. 47¢

Sparkeeta Up

INTRODUCTORY OFFER 6-oz. bottle carry pack 18¢ (1 bottle 12 with each bottle purchased at 5¢) Deposits extra on all bottles and cartons.

MONTROSE BUTTER

Highest Quality, U.S. Grade A.A. Made from pasteurized sweet cream. Each quarter-pound wrapped in foil. lb. 67¢

PRICES EFFECTIVE THROUGH SATURDAY, JULY 9, 1949, IN SAFEWAY STORES IN THIS AREA. Right to limit reserved. No sales to dealers.

SAFEWAY

Weber's

GOOD IDEAS

KITCHEN TRICK

LEFTOVER canned baby meats make fine sandwich fillings for grown-ups. Add chopped celery or minced green onion tops and season to taste.

HOUSEHOLD HINT

WHEN USING a wire basket for frying croquettes or other breaded food, dip basket in hot fat before putting food into it. Otherwise food will stick and be hard to remove.

RECIPE

FROZEN BANANA SALAD

2 3-oz. cakes of cream cheese
1 tsp. salt
1/2 c. mayonnaise
juice of 1 lemon
1 c. whipped cream
2 c. crushed pineapple
2 medium sized bananas
1/2 c. walnut meats
1/2 c. maraschino cherries, halved

Mix cream cheese with salt, mayonnaise and lemon juice. Add pineapple, sliced bananas, nut meats and cherries. Fold in whipped cream and pour into refrigerator freezing tray. When frozen, serve in slices on crisp lettuce, garnish with fresh fruit. Serves 6-8.

PRAISE WINNER

GOOD WEBER'S BREAD wins first praise at every meal. So fresh, so soft, so exactly right—so rich in body-building nourishment, too! Get enriched Weber's Bread at your market in the bright blue and white checked gingham wrapper.

Doing the Village

with
MOYA HENDERSON

It was fair weather when Villagers got together this week-end and there were gatherings both at the beach and at the mountains while Palm Canyon drive looked rather deserted. Even Earl Neel quit gazing lovingly at those new palm trees long enough to cool off on the Hill. Hutch and Billie Moseley trailed their horses up for three days of riding with Shirlee and Jimmy Cooper.

The Fourth of July carnival attracted the Clarence Woodmansees who are settled in their Fern Valley home for the summer. Gordon and Vera Nicholson also opened their cabin for the three day holiday. Frank and Bernie Dor had just enjoyed a visit from son Dick who is based at San Francisco. The Marvin Sales' cabin looked like a bee hive of activity.

At Balboa Beach

It looked like the second coming of the Ark when Gordon Youngs hauled his boat to



Your Insurance Program will be in an "Awful Shape" too if not properly serviced. Phone us to survey your exposures. We mean Insurance Exposures, of course!

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STARTING SUNDAY, JULY 10

The Million-Dollar Train with the Million-Dollar View

Shasta Daylight

SAN FRANCISCO • PORTLAND

NOW, on your trip to the Pacific Northwest, you can see its spectacular scenery by daylight...with the comforts of train travel, too.

SOUTHERN PACIFIC is happy to announce it: The *Shasta Daylight*—the country's newest and most beautiful train—goes into daily service between San Francisco and Portland, Sunday, July 10th.

FAST—only 15½ hours en route. Leaves San Francisco 7:45 a. m., arrives Portland 11:15 p. m. Similar schedule southbound every day.

BRAND NEW—from stem to stern: adjustable chair cars seats cushioned with foam rubber...huge picture windows...coffee shop...tavern car...dining car...parlor-observation car.

LOW FARE—San Francisco-Portland, \$12 one way, \$21.60 roundtrip (plus tax) in reserved seat chair cars (no charge for seat reservations)...and a special *Daylights*-all-the-way, Los Angeles-Portland combination ticket (see box).

SEAT RESERVATIONS NOW BEING MADE for all future dates. See your near-by Southern Pacific Agent,

GO "DAYLIGHT" ALL THE WAY...LOS ANGELES-PORTLAND

Now—two spectacular day rail trips...nearly 1200 glorious, scenic miles...in the world's most beautiful chair car trains...

On one combination bargain ticket... **\$19.15** one way

ONLY \$34.50 roundtrip (plus Federal tax)

Choice of three streamlined Daylights Los Angeles-San Francisco. The *Shasta Daylight* San Francisco-Portland.

For a trip through, without San Francisco stopover, overnight OWL connects with *SHASTA DAYLIGHT* at Martinez next morning.



S.P.

the friendly Southern Pacific

C. W. McGANN

Travel Passenger Agent

247 N. Palm Canyon Dr.

Phone 2235

Desert Area Friends at Bagnall Home

Mrs. Albert Laurence (Blanche) Bagnall, whose ability as a hostess is well known in Palm Springs as it is on the coast, presided over a dinner and square dancing party Sunday evening that included many of her desert area friends.

La Querencia, the Bagnall ranch home in Orange county is definitely a fun place where parties are always gay as well as thoroughly planned—with place cards for all be it 20 or 200, and a variety of entertainment.

Dick Wayne acted as master of ceremonies and introduced Charlene Hawks who delighted everyone with her beautiful voice. She is a young singer who definitely has a future. Guests from Palm Springs introduced by Mr. Wayne included Father Clavin, Bob and Delia Ransom, Joan McManus (Walter tied up with business in the Santa Barbara Presbyterian church).

Members of the family gathered at the Biltmore hotel for a formal wedding dinner. While east, the Lippmans claim they visited several dozens of relatives on both sides of the family and all of the Palm Springs colony at Estes Park with the exception of the Fay Brainards so on returning they stopped off at Denver where Mr. Brainard is making a wonderful recovery from spinal surgery. From there they made their way through high snow banks across the Great Divide into Nevada and home by way of San Francisco to Idyllwild for the remainder of the summer.

Lippmans are Back

Mr. and Mrs. William A. Lippmann returned from their very eventful trip to Detroit just in time for their granddaughter's wedding. Beverly Bryant and Albert Lee Webb Jr. were married at a candlelight ceremony at four o'clock on July 1st in the lovely little memorial chapel of the Santa Barbara Presbyterian church.

Members of the family gathered at the Biltmore hotel for a formal wedding dinner.

While east, the Lippmans claim they visited several dozens of relatives on both sides of the family and all of the Palm Springs colony at Estes Park with the exception of the Fay Brainards so on returning they stopped off at Denver where Mr. Brainard is making a wonderful recovery from spinal surgery. From there they made their way through high snow banks across the Great Divide into Nevada and home by way of San Francisco to Idyllwild for the remainder of the summer.

Oakland Wedding

Another recent wedding of interest to Villagers was the large formal ceremony in Oakland recently which united in matrimony Bea Burroughs of Piedmont and Bob Hoover, son of the H. Earl Hoovers of Smoke Tree Ranch. Both Bob and Bea are students at the University of California.

Beach Clubs Lure Many From Village

Two beach club openings over the week-end attracted many Village vacationers along the coast. July 1st marked the opening of Ray Whitaker's Orchestra in the new Marine Room of Balboa Bay Club and the following evening Muriel and Lee Bering officially opened their new Laguna Beach and Tennis club.

To take care of the five hundred or more members, guests and friends on hand for the Laguna opening a huge tent was erected on a point overlooking the ocean, with cellophane replacing canvas on the ocean side. Below huge lights were turned on the water making an effective "moonlight on the ocean" from the dance floor, swimming pool and patios.

Dining, dancing and enjoying entertainment furnished by that popular Palm Springs trio, Felix, Leo and Sue Stanley, were Dotty and Jack Gorham with Fay Neil, who is spending the summer at Balboa, Jack and Helen Kenaston, Doug and Dorothy Belle Kenaston, whose new beach home is on an adjoining point, and George and Ethel Strebe over from their Balboa Doll House.

Louise and Ed Davies and Mr. and Mrs. John Antrobus were there from Emerald Bay, where they are spending the summer, with a party of Pasadena friends. Barbara Britton and Dr. Gene Cukor were with the Howard Krums, Dan and Dorothy Dunlap with a large party from Long Beach hosted by Milton and Madelyn Roberts, Bess Scott and Mickey Miller up from San Diego occupying one of the attractive bungalows, and Lee Woods with a party on their way to La Jolla for some tennis the next day and then back to the desert.

Both Friday and Saturday evenings another crowd of four or five hundred were at the Balboa Bay club dining in the Marine Room, (which will have its official opening early in August) and dancing to the familiar music of Ray Whitaker's orchestra.

Ralph and Daisy Hemphill, who are active in all social affairs of the club hosted large tables both evenings, as well as cocktail parties aboard their yacht Sea Cloud. With them were Francis and Marion Whelan, the Les Kelly's, the Harry Macys, the Jack Jordans, Mary and John George, Blanche Bagnall, Wm. Maloufs, Fred and Gertrude Brinkman, the Paul Beldings and the Gavin Herberts.

Dr. Woodmansee And Family at Idyllwild Home

Dr. and Mrs. C. H. Woodmansee and daughters, Bonnie and Gay, left Saturday for their summer home in Idyllwild where they expect to remain until September prior to opening of school.

The doctor will conduct his practice in the mountains during the summer and will be in the Village each Wednesday for Rotary meetings and for office calls at the Desert Clinic with which establishment he is affiliated.

cation spots from the desert to San Francisco, including Catalina, Lake Tahoe, Yosemite and Carmel.

Entertain for Eastern Guests

Mrs. Marielna Borden and sons Phillipa and Christopher have as their houseguests Bobby Brinker of Pittsburgh, and Marcia Blankarn of New York, who came out with Phillip when he returned home from school in the East. The five have just returned from a motor trip through California where the young eastern guests were shown all the summer va-

From Page 1—MORE ABOUT

This Side . . .

dents—was doing some light statistical reading over the holiday and noted where installation of crossing lights DID NOT reduce accidents. . . . On the other hand, it tended to increase the hazard. . . . Seems people put too much faith in the green light and think that is enough. . . . They forget the goon driver who disregards the red light and goes right on through. . . . The theory is that if there were no green light people would watch for the goon and avoid him. . . . He's always on the road.

EVERYBODY was too busy holidaying and the mail was light this week. . . . One card, from Al and Fran Ligier at Lake Tahoe, comes in with this message: "We hope we are the first to write 'slept under two blankets this summer.'" They were. . . . Even the newspapers took a rather dim view of the lighter side of life this week. . . . Noted one item where Purgatory, a Connecticut village, registered more than 100 degrees last week. . . . Getting hotter than hell. . . . Also read about a St. Louis board of education member who, in addressing a teacher's meeting, said he was strong for the three R's—reading, writing and spelling. . . . The way the chips are falling in that L. A. vice probe, looks like soon there won't be anybody left to arrest somebody else.

WELL MUST CLOSE now. . . . Having a vested right in my automobile I'm going out to run over somebody. . . . Stay out of the way.

Cholly Springs

The first response to our campaign to let Cholly know where visiting Villagers are and how desert citizens are spending the summer came from faithful Cliff Henderson, who is away in the east.

In a card dropped on the waters of Lake Michigan and carried here by gulls, Cliff says that he spent a glorious Fourth at the luxurious lodge of Ford executive Elton MacDonald at Harbor Springs, Michigan. Cliff says that he saw several Palm Springs people, but that the biggest surprise came when he was served a vodka Collins by Sidney, the Bill Malour's butler, who is up in Northern Michigan for the summer!

Cliff's next stop is Toronto, Canada where he is going to visit badminton champion Jack Purcell.

Hottest Fourth

Vernon Peck writes that he spent the hottest Fourth of July he ever had in Bakersfield attending the Shriner's convention. And Art Chapman whipped over to San Bernardino to attend the wedding of his eldest son, G. Arthur Chapman to lovely Dolores Middleton of San Berdo. The happy couple spent a couple of days here at the Springs before stealing off for the Redwoods to spend the rest of the honeymoon, without benefit of parties.

Down Shadow Mountain way, those water-cooled movies are

Villagers to See Much of Nation On Summer Tour

Leaving this week by train for the east, Jack and Mary Pendery, son and daughter of Mr. and Mrs. Horace Pendery, are at the present time in New Orleans where they are doing some sightseeing prior to continuing on to De Funiak, Fla., where they will visit for several weeks with relatives.

From Florida they plan to go northward to Washington, D. C., and then will go to New York to visit Mr. and Mrs. Donald Pendery before returning home in time for school. Jack will re-enroll at Stanford university where he will start in this fall as a Junior while Mary will be a Junior this fall at the Palm Springs high school.

Mrs. Emily Jordan Bidden to Preside

Mrs. Emily Jordan of Avenida de las Palmas, has been extended an invitation by Miss Stinchfield, society public relation manager of the Ambassador Hotel in Los Angeles, to represent Palm Springs as one of the sponsors for a tea to be given next Thursday honoring Mrs. Pandit Nehru. Mrs. Nehru and other notables from India are on a tour of the United States with their objective being a better understanding between this country and India.

Guests in Hills

Mr. and Mrs. George Clarke and sons Stuart and Dick were guests of the Arthur Baileys at their summer home on Lake Arrowhead. They made up one of the parties attending the opening of the Lake Arrowhead Yacht Club Saturday evening

catching on with visitors from Indio, Cathedral City and Banning, as well as the Springs. With a giant screen stretched over one end of the pool you can pleasantly splash around and watch Betty Grable at the same time. Ummm! As young Kenny Colburn puts it, they finally have the popcorn situation licked. You can't swim, watch a movie and eat popcorn at the same time. Evidently Kenny tried it!

Comfortable Cards

Speaking of pools and who isn't staying in them these days, is the latest innovation of the gang at the Tahquitz River Estates.

They've got floating card tables so that you can play Canasta or Gin right in the pool. The only catch is trying to write that score under water!

Brandy Brent turned up from Mexico for a quick dinner at the Palm House, filled with news

from South of the border. He says that Paulette Goddard is the toast of Mexico City and that it is a high government official with a penchant for movie stars, and NOT author Steinbeck, who is Paulette's most ardent admirer!

Plan to Come Here

With Brandy was the well known Countess Van Horn, who is a frequent Palm Springs visitor. She, too had just returned from Mexico where she stayed with Linda Christian's younger sister, Ariadne and her mother, Mrs. Amasquita Alvarez. Ariadne and her mother had just had a letter from Linda and Ty from Morocco where they are being entertained by the Pasha, but too well. It seems that every meal has fifteen to eighteen courses, each one more delicious than the previous one. It sounds like those Sunday buffets at the Tennis Club.

Linda also says that she and Ty are planning to spend a month at the Racquet Club as soon as they get back to California in September.

Week's Mystery

What glamor girl who met and married a real estate tycoon after a brief romance which began at the Tennis Club, is telling

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PALM SPRINGS, CALIFORNIA
Friday, July 8, 1949

her friends that she is going to leave her spouse right where she found him, in the pool?

take a good

LOOK

at the trial

offer below . . .

• **YOU**

may be

very

much

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Box 190, Palm Springs

July, 1949.

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The Desert Sun

Bank of America Report Reveals State Business O. K.

Statement of condition of Bank of America at June 30, 1949, shows a grand total of \$2,733,932,853 in loans outstanding, an increase of \$131,822,503 over the total outstanding a year ago. L. M. Giannini, president of the bank, added that during the past 12 months Bank of America had lent vital aid to business throughout California with 1,444,000 loan transactions aggregating \$3,772,000,000. At June 30 the number of loans outstanding was 1,327,217 for an average of \$2,063 per loan.

Total resources of Bank of

America at the midway point were \$5,845,128,670, a decrease of \$14,105,620 from a year ago. Total deposits were \$5,407,671,570, a decrease of \$25,724,478 in the same period but an increase of about \$36,000,000 since April 11, 1949, the date of the last call report of the comptroller of the currency. Savings and time deposits increased approximately \$169,000,000 in the year.

INVESTMENTS in securities stood at \$2,015,238,647, compared with \$2,110,417,000 12 months ago; approximately 80 per cent of this investment is due or callable within five years.

The bank's net profit for the half year was \$30,670,100, or \$3.00 per share on the 10,238,052 shares now outstanding, including 1,706,342 new shares issued in connection with the 20 per cent stock dividend of March 15 last. This compares with a net profit of \$27,516,000, or at the rate of \$2.69 per share in the first half of 1948 on the increased number of shares.

OUT OF THIS net profit dividends amounting to \$12,797,565 were paid for the half year at the rate of \$2.50 per share per annum, and \$17,872,535 was added to capital funds, which now total \$302,057,332 exclusive of the reserve of \$40,047,120 for possible loan losses. This is an unallocated reserve, to which appropriation is customarily made at the year end, designed to provide protection in addition to capital funds against any possible future loan losses.

President Giannini expressed gratification that from the report it appears that California has been affected less than the country as a whole by the business recession.

Win Wood Returns To Local Airport

After a month of vacationing in her native Florida, Airport Publicist Win Wood returned last Saturday to resume her duties at the local field. Miss Wood stated she had a very enjoyable vacation as she received a most welcome and much needed rest at Miami.

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\$25,500

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The Desert Sun Real Estate

SEE THE CLASSIFIED PAGE FOR MANY OTHER REAL ESTATE LISTINGS

New School Construction Marks June

June building operations totaled \$198,500, P. M. Swart of the city building department reported Saturday, bringing the total for the first six months of 1949 to \$1,008,300. The mark was well below the corresponding months in 1948 when June permits were \$501,180 and the six-month period saw \$1,299,072 in building started.

SCHOOL CONSTRUCTION featured June building. Palm Springs Unified School district was issued a \$72,000 permit for construction of a metal and wood shop at the high school and for a glass wind protection fence around the swimming pool there. H. H. Foster company has the contract.

St. Theresa Parochial school was issued a \$25,000 permit for the rapid growth there.

FIVE SWIMMING POOLS, valued at \$27,000 were started in the month.

Only one dwelling permit was issued, that for \$22,000.

Although the figures here dropped in June to one of the lowest points in the past four years, Palm Springs held its place among southland cities in building operations, total permits topping those of several cities much larger, a survey revealed.

Among final June permits were those issued to:

Charles Farrell, 2743 North Indian, addition, \$5000; Dr. C. M. McCauley, 2387 Araby, addition, \$1000; H. H. Menard, 376 South Indian, addition, \$1500; Roland C. Pierce, 303 Crestview drive, addition, \$1000; Dr. Frank Purcell, 374 Pablo drive, addition, \$4600; L. Rogers, 453 Santa Rosa, pool, \$6000.

Indio Interested In Village Program

As the result of interest in the modus operandi of the local Disaster Council, the city of Indio, through Mayor Clarence Washburn and Police Chief Pat Cunningham, has contacted Executive Officer Bob Peterson and Personnel Officer Ray Lusby of the local council for assistance in formation of the same type of organization there.

Peterson and Lusby have forwarded the organizational plan of the local council to Indio and, according to Peterson, will assist that city in obtaining a full complement of personnel for a complete disaster group there.



"I'm afraid I haven't any security—just character!"

Name Date Board MWD Decision In Close Ballot Against County

In a hotly contested election which saw 13 producers and nine handlers nominated, Coachella Valley date industry members last week voted four of each group for the Date Advisory board.

The election, conducted by Frank Bennett, U. S. Department of Agriculture, PMA, was held at the Coachella Valley County Water District. The nominations will be considered by the Agriculture Department and confirmed later.

Named to represent producers were: Ted Buck, W. G. Jenkins, Keith Farrar and Lee Anderson. Handlers named were: Vernon Nussbaum, Hugh Proctor, and W. W. Cook. Tied were Frank Parker and Ted Wurts.

Kellogg Ranch Plan Favored

State senate Friday completed action on a measure to accept the Kellogg ranch near Pomona on behalf of California State Polytechnic college. The vote was unanimous.

The ranch was recently returned to the Kellogg Foundation.

Started originally by W. K. Kellogg, of 427 Tamarisk road, Palm Springs, the ranch was turned over to the army as a re-mount station during the war and figured prominently in the news when the WAA sought to sell it after the war instead of returning it to Kellogg.

An act of congress this Spring, which became formal a few weeks ago, returned the ranch to the Kellogg Foundation.

A Navy diver recently set a simulated world indoor diving record of 561 feet.



"20 years experience in
desert developments."

Air conditioned offices in
The Plaza open all Summer"

ROBERT RANSOM
Realtor

THE PLAZA PHONE 2794

Well furnished 2 bedroom and bath, electric stove and large refrigerator. Lots of shade. \$13,500, terms.

Beautifully located large corner lot near Colonial House \$7250

Large corner lot in beautiful Las Palmas district \$5000

Duplex on business \$25,000, terms.

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Duplexes — Courts

TRADES

Hotels

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REALTOR

ARCH NOBLE — Associates — NORA ESGATE
428 N. Palm Canyon Dr. Phone 2929

City's Next Cut Of Liquor Fees Will be Larger

A speed-up of the allotment of liquor license fees to city and county governments, announced this week by William G. Bonelli, chairman of the state board of equalization will give Palm Springs a larger allotment in October. It will mean an increase of approximately 45 per cent for this one year over past allotments.

"Realizing that all municipal governments are struggling for the necessary revenues with which to render public service," Bonelli said, "we are speeding up the distribution of liquor fees. The money having been paid in, and serving no useful purpose standing idle in the general fund, can properly be advanced ahead of usual periods, and will be of aid to city and county governments."

"All alcoholic beverage license fees collected by the State are returned to local governments in October and April of each year. In the past, a payment made in October was for the period of January through June of each year. The allotment of Oct., 1949 will include earnings through the month of August. The allotment of April, 1950 will include February earnings.

"This speed-up procedure, made possible through improved accounting methods, will result in the distribution of fourteen months' earnings to city and county governments in their next fiscal year period of July, 1949 through June, 1950."

Drivers Tests to Be Resumed July 20

Resumption of drivers' license tests is scheduled for Wednesday, July 20, at World Wars Memorial Hall, Bellard road. It was reported at police station this week.

The tests are given each Wednesday and Thursday but the office has been closed for the past three weeks while Burt Dawson, state motor vehicle department examiner, went on vacation.

Age Aid Rolls In County Show Sharp Increase

The 5425 people who got old age aid in Riverside county during May, 1949, were 33 per cent more than the 4020 on the rolls for May, 1948, and 50 per cent more than the May, 1947, total of 3623, California Taxpayers' association said today, tracing the trend of aid to the aged in California counties.

Payments to the aged in the county for May, 1949, totaled \$387,797, which is 67 per cent greater than the \$232,513 paid to the aged during May, 1948, and 102 per cent more than the \$192,271 paid during May, 1947.

Average payment of aid to the aged in the county for May, 1949, was \$71.48, compared with \$57.71 for May, 1948, and \$58.07 for May, 1947.

Throughout the state, 239,281 people were on the aged aid rolls during May, 1949, an increase of 28 per cent from the 186,571 for May, 1948, and of 40 per cent from the 170,754 for May, 1947, the association found. Of the 239,281 needy aged on the May, 1949, rolls, 12,004 were under 65 and 227,277 were 65 and over.

Village Proving Dry Dock for Wet Mexicans

Gradually making a name for itself as a hot spot for border jumpers the Village was the turning-back point for many "wet" Mexicans during the past week.

At 4:10 a. m., last Saturday, Officers W. L. Jessup and Harvey Bryant stopped a Yellow Cab from Indio which they found to be carrying six Mexicans, two women and four men. They were taken to the police station and held for the indio border patrol after it was discovered they did not have the proper credentials.

And on July 4, Independence Day for most people, six more "wets" found it to be otherwise when the bus in which they were riding was stopped at the Village at 3:45 p. m. by Officers Harry Houghton and Bob Young and they were removed and taken to the station, booked, held and later picked up by the patrol from Indio.

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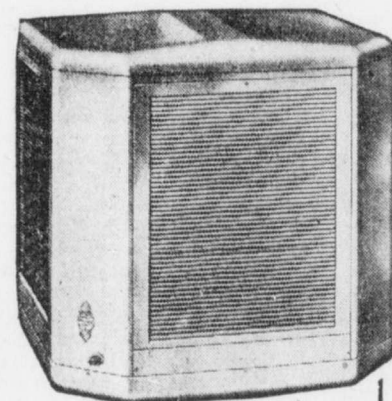
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The new PAYNE COOLERAIR is to old-fashioned, makeshift types as supersonic flying is to a balloon ascension!

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Will take part trade.
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Kenneth Wilson To Occupy Pulpit Here on Sunday

Kenneth W. Wilson, a minister in China since 1931 except for the war years, will speak Sunday morning and evening at Community church here it was announced Wednesday.

His topic at the 11 a.m. service will be "Behind the Bamboo Curtain" and at 7:30 p.m. he will speak on and show the picture: "China, Old and New."

Mr. Wilson arrived in the United States June 1 with his wife and children, the latter all born in China. With his nephew, Richard Blackstone, they will accompany him to Palm Springs.

Mr. Wilson is a brother-in-law of James H. Blackstone Jr., pastor of Community church.

The family was in Tsingtao, which, since they left, has been taken by the Communists.

Christian Science Subject 'Sacrament'

"Sacrament" will be the Sunday Lesson-Sermon subject in all branches of The Mother Church, The First Church of Christ, Scientist, in Boston. The Golden Text is from Matthew: "Then, when thou prayest, enter into thy closet, and when thou hast shut thy door, pray to thy Father which is in secret; and thy Father which seeth in secret shall reward thee openly."

It is recorded in The Acts that Peter urged the people on the day of Pentecost, "Repent, and be baptized every one of you in the name of Jesus Christ for the remission of sins, and ye shall receive the gift of the Holy Ghost. . . . Then they that gladly received his word were baptized. . . . And by the hands of the apostles were many signs and wonders wrought among the people; . . . There came also a multitude out of the cities round about unto Jerusalem, bringing sick folks, and them which were vexed with unclean spirits: and they were healed every one."

Mary Baker Eddy says in "Science and Health with Key to the Scriptures": "Jesus established in the Christian era the precedent for all Christianity, theology, and healing. Christians are under as direct orders now, as they were then, to be Christlike, to possess the Christ spirit, to follow the Christ-example and to heal the sick as well as the sinning."

Missouri Family Visits in Village

Mr. and Mrs. E. B. Mooney and daughter Carol of Springfield, Mo., spent a few days in the Village recently as guests of Mr. and Mrs. George O. Cleaver.

Palm Desert Sunbeams

By Edith Eddy Ward

Climaxing an eventful holiday week end at Shadow Mountain Club, July the Fourth was the occasion for many friends to gather at the relaxing pool side terrace of the club. The day was one continuous swimming party, with time out for refreshments, luncheon dates and dinner parties. In the evening, over 300 members and their guests met at the club to celebrate the Independence Day. A spontaneous "No Host" dinner party was arranged between Mr. and Mrs. Dan R. Williams of La Quinta, Mr. and Mrs. Roy King, Indio, Mr. and Mrs. Moore, Indio, Mr. and Mrs. Frank Cavanaugh, Indio, Mr. and Mrs. James Sikes, Indio, Mr. and Mrs. Jack Reger and Mr. and Mrs. Jack Frost all of Indio. In the party were included the Reger, Frost, Sikes and Williams youngsters.

An informal cabana cocktail party was given on the Fourth by the Vernon Peckes, who entertained O. A. Torgeson of Cathedral City whose Desert Bank is opening in that city on July 11. C. G. Waller, who is a director of the Desert Bank and has a ranch outside Cathedral City, Mr. Torgeson and Mrs. Waller, and Mr. and Mrs. James Young of Palm Village.

As soon as it was dark, the event the kiddies were waiting for took place. Fireworks were set off at Shadow Mountain Club, from the east side of Henderson Lake—a beautiful display of aerial bombs, sky rockets, Roman candles and flower pots. The show took about fifteen minutes and was a thrill to children and grownups alike. Many of the little ones had their first experience, this July Fourth, of fireworks and though alarmed in the beginning, were thrilled along with everyone else.

Seen enjoying themselves at the club this week-end were Janet Jaynes, daughter of Oliver Jaynes, publisher of The Desert Sun, and her guests, Mr. and Mrs. W. J. Reeves, Coral Small, Peter Parmalee, Marilyn Lovett and Bill Hardy. Also enjoying the facilities of the club were F. C. Simonsen, Palm Springs, Frances, Gilmore of Houston, Texas; Mr. and Mrs. B. W. Vallat Jr., of Indio and their children; Mr. and Mrs. Gordon P. Cox of Virginia; Mr. and Mrs. H. Johnson and Frank Clancy of Rancho Mirage; Mrs. Elizabeth Mueland; Dr. and Mrs. W. H. Conser of Cathedral City (Mrs. Conser is by the way of becoming a most enthusiastic swimmer, having taken lessons for the first time in June of this year and has been coming regu-

larly to Shadow Mountain Club to continue with her instructions). Laura Lou Jahn, daughter of Leslie Jahn, tennis pro for Shadow Mountain Club, won the California state championship this past Sunday in San Francisco, during an exciting match against Patsy Delmar. The score was 6-3, 6-8. She is now on her way to Ventura to enter the tournaments there.

Last week Mrs. Douglas D. Waldron of Shadow Ranch, Palm Village, gave a three-table bridge luncheon, in honor of her mother-in-law, Mrs. William Waldron of Pittsburgh, who is visiting for a short while on her way to San Francisco. Mrs. Waldron is not a stranger to the desert and has many friends here, having visited with her daughter-in-law two years ago, but it was her first visit to Shadow Mountain Club and she was very much impressed by it. The bridge tables were set out on the upper terrace where it was cool but protected from any breeze that might threaten to blow the cards away. In addition to the Mrs. Waldrons, the other players were Mrs. James Young and Mrs. William Cook of Palm Village and Mesdames Ted Johnson, Ted Buck, Drexel C. Cooper and sister-in-law, Mrs. Rene Bourdet from San Francisco; Frank N. Cooper, Ward Grant, Jack Jenkins, Harold Taylor, all of Indio. Mrs. Drexel Cooper won first prize which consisted of a set of three jeweled scatter pins. Mrs. Frank Cooper received the second prize, a quarter from everyone present and the consolation prize of two jeweled scatter pins went to Mrs. Ward Grant.

The Carl Hendersons have left their Palm Desert home for Santa Monica, where Carl Henderson has a summer office and home. Their daughter, Mrs. Joan Crawford and infant son accompanied them. They are going to be missed around Palm Desert and will be welcomed back in the fall by their many friends.

Morty Jacobs, popular pianist at The Dunes during season and now at the Palm Springs-owned and operated North Shore Club at Lake Tahoe, became a father again recently in the report as a son was born to the family at Los Angeles June 20. Weighing five pounds, 12 ounces, the youngster is named Mark Burnley.

Morty Jacobs Greets New Son

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Situations Wanted 25
MIDDLE-AGED man must come to desert for health's sake. Have had 20 years representing manufacturers, also executive. Dependable, reliable. I know I would be an asset to your association. What have you? Write C. J. Howard, 2202 Kellon Ave., Los Angeles 25.

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SINGLE colored woman desires cooking, housework at beach. Phone 24342.

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Help Wanted 27
WANT experienced driver for cleaning and laundry service. Can use your own truck or we will furnish. File 34, Desert Sun
WANT COMPETENT driver to drive to Detroit, Michigan. Phone 7922.

Business & Financial 30
CHRISTIAN man, 42 years of age, with family, desires work in smaller desert town. For past ten years have been auto dealer and realtor. At present am owner and operator of the Windsor Hills Realty Co. at Los Angeles, valued at \$30,000, which I would trade for a business in a desert town. Write Mr. Wayne D. Miller, 4428 W. Slauson, Los Angeles 43.

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FOR SALE or lease well going restaurant. Phone Beaumont 3958 after 1 p. m.

LOS ANGELES properties to trade for Palm Springs. MUNHOLLAND & CO., 431 N. Palm Canyon Dr. Ph. 3673

Real Estate Wanted 37
WANTED
LISTING OF GOOD PROPERTY
WE GET RESULTS!
ADOLPH ISRAEL
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IDEAL business location, office or store room. Adjoining apartment if desired. Reasonable. Phone 2952. 418 S. Indian.

Wanted to Rent 39
SIX, 2 or 3 bedroom houses needed by teachers. Reasonable. Rental. Sept. to June. P. O. Box 1449.

Apartment for Rent 43
RENTALS
Special 3 bedrooms, 2 baths. A beautifully furnished home. NURSERY EQUIPPED. Ideal Location.

**For Palm Desert
Fire Department**
A score of residents of Palm Desert have signified their intentions of joining a volunteer fire department at that community following a meeting last week at which plans were discussed.

Steve Rutgers is chief and it is planned to have an assistant chief at Palm Village and at Rancho Mirage which are interested in the move. A pumper has been assigned the area by the state forestry department and will be housed at Palm Desert.

Business & Financial 30
P. O. and 8 other stores, all rented. Will net over 9%. All new construction. Investigate this opportunity. Only \$60,000 full price. A. A. Burrow, 66-475 W. Pierson Boulevard, Desert Hot Springs.

IF you wish to buy or sell a business see
PETER B. SHEPTENKO
475 N. Palm Canyon. Phone 7366

Real Estate For Sale 35
DRIVE to the east end of Ramon Road paving. There against the base of the mountains are 300 lovely native palms on 160 acres; fed by numerous springs (also there is a drilled well). A superb view makes this a show place in the rough and it can be purchased on easy terms from the owners, Hillery and Cobb of Cathedral City. See it and sell yourself.

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Exchanges 36
WE HAVE a 3 bedroom, 2 story, frame house and apartment over all garage, furnished, at 231 Agate, Balboa Island, Value \$22,500. Want Palm Springs incoor or home. Ph. Charleston 80213, Burbank.

LET ME know what you have to trade—what you want and I'll get it for you. Pete Sheptenko, Realtor, 475 N. Palm Canyon Dr. Phone 7366.

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Special 3 bedrooms, 2 baths. A beautifully furnished home. NURSERY EQUIPPED. Ideal Location.

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NEW 1 BEDROOM APARTMENT: UNFURNISHED, FURNISHED, SLEEPS 4. CALL 7452. 9-11 A. M. 6-7 P. M.

NEW modern 1-bedroom apartment, completely furnished. Reasonable summer rental. Everything included. 2784 Junipero.

Houses for Rent 46
3-BEDROOM, large living room, fireplace, screen porch, air-conditioned, double garage. \$90 mo. to Oct. 1—\$125 mo. thereafter. Phone 4705. Apply 258 Cortez St.

BEACH HOME-OCEANSIDE, CAL. Completely furnished, 2-bedrooms, fireplace, private beach, 2-car garage. Available at once. \$60 week, 1747 S. Pacific st. Phone Ocean-side 3395.

3-ROOM modern furnished cottage. Gas wall heaters, fireplace, cooler. \$65 mo. or year. 1054 Tamarisk rd.

SEASON rentals with or without pools. MUNHOLLAND & CO., 431 N. Palm Canyon Dr. Ph. 3673

NEW 2-bedroom, furnished or unfurnished. Child O. K. Ph. 76581 Palm Village.

Household Goods 50
**MAHER'S
DESERT FURNITURE**
at Garnet Gardens will be closed temporarily, however, during this time save money by contacting MRS. MARIE MAHER at P. O. Box 138, Desert Hot Springs for complete HOUSE, MOTEL or HOTEL FURNISHINGS.

ADDITIONAL items for sale. 2 matching twin mattresses and box springs, vacuum cleaner, dressers, lamps, bedding, dining room table. Miscellaneous items. 240 Ocotilla Ave.

PHILCO refrigerator. \$60. Phone 6291. Apt. 44. Lienau Village.

Trailers for Sale 51
TRAILER WANTED as down payment on brand new three bedroom two bath home. Reduced to \$12,500. SHEPTENKO, 475 N. Palm Canyon. Phone 7366.

10 ft. nearly new trailer. Sacrifice. ALSO 25 ft. Universal trailer. Many extras. A REAL BUY. 320 S. Indian. Phone 5155.

Trailer Space 53
SNOW CREEK TRAILER PARK
COOL AND SHADY
\$3.50 pr wk. \$13.00 pr mo. Laundry, store, bar, gas station. Hy. 99, 1 mi. W of Whitewater. 10 miles from Palm Springs.

Miscellaneous for Sale 60

BUILDING SUPPLIES.
"To meet your every need"
DILL LUMBER CO.
JOHN M. WOOD, Mgr.
679 So. Palm Canyon Dr.
2758—Phone—2759

UTILITY evaporative cooler. 4000 cu. ft., ½ h.p. motor plus circulating pump. Like new. \$95. 18-ft. Lever house trailer. New butane stove and tank, sleeps 4. Good tires. \$400. Also 39 Buick trailer hitch \$3. Phone 5034 or 5283.

NEW, tender, sweet corn picked to order. 1 doz. or 100 doz. Fruit stand on Harvey Peterson ranch. 2 mi. E. of Cathedral City. Hiway 111.

TEX DRISKELL
REFRIGERATION
SALES AND SERVICE
PHONE 2828

ELECTRIC sewing machine and fan. Radio, Buddy stove, bed springs, coats, dresses, lady's bicycle. 391 Athel, Apt. 4.

COOLERS with electric pumps and tanks. Casa de Dorma, 1585 Chapparel Road. Call 9025.

Used Cars for Sale 70
DEPENDABLE CARS

1948 Plymouth convertible. 1948 Crosley convertible. 1947 Dodge sedan. 1947 Studebaker pickup. 1947 Dodge sedan. 1946 Dodge coup coupe. 1946 Dodge sedan. 1946 Ford coupe. 1941 Chevrolet sedan. 1941 Dodge sedan. 1941 Ford sedan. 1940 Ford sedan. 1939 Ford coupe. 1939 Chrysler sedan. 1941 Ford 1½ ton stake. Many Other Good Used Cars and Trucks

IMPERIAL MOTORS
DODGE - PLYMOUTH
Highway 99 at First Street
Phone 73311

WE HAVE the best buys. Clean, low mileage cars. All warranted. Also we ship, buy or store your present car. HERTZ-DRIV-UR-SELF SERVICE

PLAZA MOTORS
INDIAN AT ARENAS
PHONE 5122

PONTIAC 1940 sedan. 4 door. Radio and heater. Exceptionally clean. Sacrifice for \$650. Call Mr. Gray, 3905 or 2775.

BUICK 41 Super convertible. Radio, heater. Excellent top. Good tires. Call 2773. 9-5.

NICEST looking Model "A" 1931 Ford in town. Ramon Drug. Phone 2949.

POST War Jeep. Low mileage. \$600 plus tax. Palm Springs Airport Corp. Phone 2705.

Automobile Service

JOHN A. LITTLETON
DESOTO AND PLYMOUTH DEALERS
682 S. PALM CANYON DR.
Phone 7022

REPAIR WORK
DONE ON ALL MAKES
OF CARS
QUICK SERVICE
4 MECHANICS
ON DUTY AT ALL TIMES
OPEN FROM 8 A. M. to 6 P. M.

Legal Notices 75

INVITATION TO BIDDERS
For furnishing, installing and placing in operation, a water distributing system, a pumping system, at the North End School; also for furnishing, installing and placing in operation, a water distributing system at the Palm Springs high school; both in the City of Palm Springs, California. Sealed proposals or bids are invited by the Palm Springs Unified School District, Palm Springs, California for installing and placing in operation, a water distributing system, a pumping system, in accordance with specifications and plans, entitled: WATER DISTRIBUTING SYSTEMS, PUMPING SYSTEM: NORTH END SCHOOL; and PALM SPRINGS HIGH SCHOOL at PALM SPRINGS, CALIFORNIA.

Plans and specifications are on file and may be inspected at the office of Arthur G. Hoff, Superintendent of Schools, 538 N. Palm Canyon Drive, Palm Springs, California. They will then be opened and read, publicly.

Bids must be in the form required by the Palm Springs Unified School District. All bids must be accompanied by a certified check on an acceptable bank, made payable to the Palm Springs Unified School District, for an amount equal to five per cent (5%) of the amount bid. Failure by the bidder, to whom the contract is awarded, to enter into a contract and file the required bonds, with the Palm Springs Unified School District, within ten days following the award, shall result in the forfeiture of the certified check submitted with the bid, and shall be deposited to the credit of the Palm Springs Unified School District.

Each bidder will be required to file an affidavit of non-collusion with his bid. The Palm Springs Unified School District, reserves the right to reject any or all bids, and to waive any informality or irregularity in any bid. This notice, the plans and specifications, shall be considered part of any contract made pursuant thereto.

Dated this sixth day of July, 1949.

ROLAND VAILE, Clerk
Board of Trustees
Palm Springs Unified School District.
Pub. July 8, 15, 22, 1949.

NOTICE OF INTENTION TO ENGAGE IN THE SALE OF ALCOHOLIC BEVERAGES.
July 1, 1949.
TO WHOM IT MAY CONCERN:
Notice is hereby given that fifteen days after the date posted, the undersigned proposes to sell alcoholic beverages at these premises, described as follows:
263 N. Indian Ave., Palm Springs, Riverside, County.

Pursuant to such intention, the undersigned is applying to the State Board of Equalization for issuance by transfer of an alcoholic beverage license for these premises as follows:
On-sale beer and wine license.

Anyone desiring to protest the issuance of such license may file a verified protest with the State Board of Equalization at Sacramento, California, stating grounds for denial as provided by law. The premises are now licensed for the sale of alcoholic beverages.

MARTIN BELLONI
ELSIE M. BELLONI
ANGELO PISTONI
ROSE PISTONI
Pub. July 8, 1949.

NOTICE OF TRUSTEE'S SALE
Trust No. 630-F-3071
On August 3, 1949 at 11:00 o'clock a. m., at the Main street entrance to the Riverside County Court House, Riverside, California, BANK OF AMERICA NATIONAL TRUST AND SAVINGS ASSOCIATION as Trustee under the Deed of Trust made by Glenn F. Murray and Daisy S. Murray, husband and wife, and recorded on November 4, 1947, in book 792, Page 489 of Official Records of Riverside County, California, given to secure an indebtedness in favor of James A. Hume and Emmaline A. Hume, husband and wife as joint tenants by reason of the breach of certain obligations secured thereby, notice of which was recorded on April 5, 1949 in Book 1065, Page 101 of Official Records of said county, will sell at public auction to the highest bidder for cash, payable in lawful money at time of sale, without covenant or warranty, express or implied, as to title, possession or encumbrances, the interest conveyed to and now held by the said Trustee under said Deed of Trust, in and to the following described property, situated in the county of Riverside, State of California, to-wit:

"Lot 18, Block 3, WINTER-

The Desert Sun—7

PALM SPRINGS, CALIFORNIA
Friday, July 8, 1949

Legal Notices

HAVEN MANOR NO. 3 as shown on Map in file in Book 18, Page 66 of Maps in the office of the County Recorder of said County.

For the purpose of paying obligations secured by said Deed of Trust, including fees, charges and expenses of the Trustee, advances, if any, under the terms of said Deed of Trust and interest thereon, and \$9,745.94 in unpaid principal of the note secured by said Deed of Trust, with interest thereon at five per cent per annum, from January 1, 1949 to the date of sale.

BANK OF AMERICA NATIONAL TRUST AND SAVINGS ASSOCIATION, as Trustee.

By D. N. McLEOD,
Vice President.
By R. K. SEIERSEN,
Trust Officer.

July 8, 15, 22, 1949.

CERTIFICATE OF BUSINESS Fictitious Firm Name
The undersigned do hereby certify that they are conducting a hotel business at 191 Sonora Road, City of Palm Springs, County of Riverside, State of California, under the fictitious firm name of

SUN-RAY LODGE and that said firm is composed of the following persons, whose names and addresses are as follows, to-wit:

Victor Malley, 191 Sonora Road, Palm Springs, California.

Marie Malley, 191 Sonora Road, Palm Springs, California.

WITNESS our hands this 27th day of June, 1949.

VICTOR MALLEY
MARIE MALLEY,
STATE OF CALIFORNIA,
COUNTY OF RIVERSIDE, ss.

On this 27th day of June, A. D. 1949, before me Irene C. Johnson, a Notary Public in and for said County and State, residing therein duly commissioned and sworn, personally appeared Marie Malley, known to me to be the person whose name is subscribed to the within Instrument, and acknowledged to me that they executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

(Seal) **IRENE C. JOHNSON**
Notary Public in and for said County and State.
My commission expires 9/15/50. Pub. July 8, 15, 22, 1949.

CERTIFICATE OF BUSINESS Fictitious Firm Name
The undersigned do hereby certify that he is conducting a nursery business at 330 N. Indian Avenue, City of Palm Springs, County of Riverside, State of California, under the fictitious firm name of

NEEL'S NURSERY and that said firm is composed of the following persons, whose names and addresses are as follows, to-wit:

E. J. Neel, 885 Prescott Drive, Palm Springs, California.

WITNESS my hand this 13th day of June, 1949.

E. J. NEEL
STATE OF CALIFORNIA,
COUNTY OF RIVERSIDE, ss.

On this 13th day of June, A. D. 1949, before me, Earl Hough, a Notary Public in and for said County and State, residing therein duly commissioned and sworn, personally appeared E. J. Neel, known to me to be the person whose name is subscribed to the within Instrument, and acknowledged to me that he executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

(SEAL) **EARL HOUGH**
Notary Public in and for said County and State.
My Commission expires 12/26/51. Sun, June 17, 24, July 1, 8, 1949.

CERTIFICATE OF BUSINESS Fictitious Firm Name
The undersigned do hereby certify that they are conducting a Riding Stables business at 1680 East Ramon Road, City of Palm Springs, County of Riverside, State of California, under the fictitious firm name of

RAMON RIDING STABLES and that said firm is composed of the following persons, whose names and addresses are as follows, to-wit:

Allen Davis Jr., 1680 E. Ramon Road, Palm Springs

Wedding Business Suffers Recession

The wedding business took a slump in June in the county, Clerk G. A. Pequegnat reported Thursday.

Licenses issued in the county last month totalled 152. In June, 1948, the total was 194.



OPEN ALL SUMMER

SPECIALS FOR FRI. & SAT, JULY 8-9

Danish, Challenge, Knudsen Arden—1st quality quarters Butter lb. 67c

Wilson's Certified Margarine lb. 25c

ARDEN—Diced Ice Cream ea. 5c

Crackerjack, 2 pkgs. 9c

LARGE Almond or Plain Hershey Bars, ea. 19c

Chevy Chase Fancy 18-oz. cans Tomato Juice, 2 for 19c

Swift Brand 12-oz. cans Corned Beef 39c

Spry Shortening 89c (1-lb. can 32c)

CANADA DRY DEAL

Buy two large Canada Dry Flavors at regular price GET ONE LARGE Spur Cola for 1c

SEAGOLD

Fancy Chinook 7 1/2 oz. can Salmon 3 for \$1.00 or 35c straight

VILLAGE MARKET Our Own Blend Coffee lb. 39c

MAINE—PORT CLYDE

GOOD TASTE 1-lb. cans Sardines 2 cans 25c Figs 2 for 27c

GOOD TASTE 1-lb. cans Apricot 3s 2 for 27c

PREMIUM 12-oz. Bottles Chili Sauce 2 for 25c

REAL GOLD—large 46-oz. Can Grapefruit Juice 26c

Large 23-oz. Super Suds, 2 pkgs. 48c

Bath Size Bars Life Buoy Soap, 2 - 21c

LUX Bath Size Bars Lux Soap 2 - 21c

MEAT DEPT.

GRADE A Corned Beef lb. 49c

GRADE A Rib Roast lb. 75c

GRADE A Rib Steaks lb. 75c

FRESH—Slices Halibut lb. 45c

PRODUCE DEPT.

U. S. No. 1 White Rose Potatoes 10 lbs. 39c

Northern Grown Golden Bantam Corn 3 ears 14c

Kentucky Wonder Green Beans, 2 lbs 19c

PHONES 9055-7932

Field Club Play Marked by Many Startling Upsets

Softball for this week opened with last Thursday night's games between the local Globe Trotters vs. DHS Desert Stars and Mexican Colony vs. the White Sox.

An upset was made in the opener as the invading Stars upset the Trotters 17-1 highlighted by two homers by the winners, made by Alice Cousins and Dotty Markle.

Mexican Colony trounced the Sox 12-6 which saw Richard Quiros, catcher, hit three for three plus homers by John Herrera and Frank Prieto, Bill Goodridge and Joe Wood umpired.

Friday night's lone game proved to be the upset of the week as cellar champions, Cathedral City, outscored the powerful American Legion 10-9. Dale Habiger, catcher for the cats hit three in four times at bat with two of the hits being homers. Rus Landrus and Joe Wood umpired.

With the field dark Monday, July 4th, the first game Tuesday evening displayed a great deal of hitting on the part of the Youth Center as they swamped the Banning St. Boniface Indian school 14-0. In the men's league the Mexican Colony beat the junior chamber 12-4 sparked by Frank Prieto and Sid Canales, battery. H. C. Cooper and Joe Wood kept the records and play straight in the ump's department.

Wednesday night Pete's Pioneers trounced Tex's Rangers 17-8. Pitcher Roger Clark knocked a homer in the third for the losers with the bases loaded while Manuel Montoya did the same for the winners later on in the game. Oscar Prieto and Raymond Reyes rendered the decisions. In the feature game the P. S. Merchants beat the White Sox 10-4. Frank Devers for the winner and Herb Carter for the losers each collected homers. Goodrich and Wood umpired.

The same evening at Beaumont the girls team of that city took a beating from the local girl Globe Trotters 8-4.

Bill Ude Will Have Some Tall Tales Next Week

Bill Ude, of the cafe of the same name, now closed for the summer, left Wednesday by plane for Portland, Ore. where he is at the present time scheduled for salmon fishing.

Fish stories are slated for next Sunday when the proprietor of Bill Ude's cafe returns to the Village.

Fourth of July Holiday Fairly Quiet in Village

The Fourth of July holidays in the Village produced little in the way of excitement as far as everyday business was concerned except to the police as a good deal of activity was recorded by that department.

Several C. O. 6s were recorded (drunk), a few car clouting jobs and at least five burglaries were reported, mostly to vacant properties, closed for the summer.

Worst instance reported was on Independence day when at 7:40 p. m. a phone call took Sergeant Jim Maynard and Officer Dale Thompson to 324 Overlook drive where Oskar Myslinsky, 27, was arrested for housebreaking at 1851 Crestview drive, property owned by Benjamin Gale. The house was closed for the summer.

Myslinsky, the officers reported, had gained entrance to the house through a window and had gone inside, drank the contents of three bottles of liquor and had thereupon proceeded to systematically wreck about everything he could lay his hands on—to the extent of \$1000, according to police reports.

He was held in the city jail until arraignment Wednesday morning when he was bound over to superior court in Riverside, placed under bail of \$2500 and taken to Riverside until his preliminary hearing in Palm Springs at 10 a. m. Friday, July 15.

Very little other activity was reported by Chief A. G. Kettmann.

Nine Fast Games Lined Up on Next Week's Schedule

Next week's softball league schedule at the Field Club is listed as follows:

Monday, July 11—Del Tahquitz Indians vs. Pete's Pioneers. American Legion vs. P. S. Merchants.

Tuesday, July 12—D.H.S. Fireball Juniors vs. Tex's Rangers. P. S. Electric vs. Junior Chamber of Commerce. (At DHS), D.H.S. Fireballs vs. White Sox.

Wednesday, July 13—Tex's Rangers vs. Del Tahquitz Indians. P. S. Merchants vs. Cathedral City.

Thursday, July 14—Mexican Colony vs. American Legion. (At DHS) D.H.S. Fireballs vs. Junior Chamber of Commerce. D.H.S. Fireball Juniors vs. Pete's Pioneers.

Friday, July 15—Cathedral City vs. P. S. Electric.

Fast Ball Game Slated Tomorrow

There'll be some fast softball on tap at the Field Club Saturday night at 8:30 o'clock when Palm Springs Merchants meet San Pedro in an exhibition game.

The San Pedro team is currently leading its league and boasts some stellar players. Several members of the squad were with the San Pedro A. C. which went east to compete in the national championship tournament last year.

Paul Graves, manager of the Merchants, said local fans are due for a hot baseball game at 8:30 p. m. Saturday and advised them to turn out.

Assessments . . .

Last year's uniform basic county-wide tax rate was \$2.26 per \$100 of assessed valuation. If budgets are not increased in proportion to assessments the rate should drop.

BURCHFIELD SAID the new valuations are on a par with evaluations already completed in Orange and San Diego counties. San Bernardino and Imperial counties are in the process of bringing theirs up to par.

Many of Riverside county's assessed valuations before the rolls were completed yesterday were a decade old and some farm land assessments made in depression years.

Fourth of July Holiday Fairly Quiet in Village

With the local bowling alley closed last week end, Manager Joe Viani expressed his thanks to the captains and secretaries of the various teams forming the several leagues during the past season.

"On behalf of the management I am most grateful to the fine spirit of play shown during the past season in the league play," he said, "and I trust the same fine sterling character of competition will follow next season."

In looking forward to a big year of bowling starting next fall, Viani stated the Bowling Alleys will reopen in late September or early October for resumption of play. During the summer he expects to accept a position in the recreational end of the Los Angeles Municipal Sports division.

Palm Canyon lot for business and units. 63x300 to alley. Adjoins N. E. corner of Via Olivera and N. Palm Canyon drive. Near tramway. A chance to pick up a good buy before activity begins in tramway area.

REDUCED FROM \$12,500 TO \$9850

Terms or trade what have you?

OWNER
Phone: 2844 or 3123

Palm Springs Builders' Supply Co.

490 E. Sunny Dunes Road Phone 2107

Lumber
Mill
Work
Paint
Rock and Sand
Builders' Supplies

The PUBLISHER'S Corner by OLIVER B. JAYNES

(Starts on Page One)

County." Special interests championing the cause of public welfare! Does even our 12-year-old believe that? The same holds true of their being so concerned over the cost of this election to county taxpayers. The smokescreen rolls on; behind it is advancing the "We want uncontrolled industry" forces.

UNEMPLOYMENT RELIEF BAIT is being dangled before voters, who may be out of jobs, by the cement mill crowd like this: "More than ten thousand men and women in this county are unemployed and need work." The taxpayer then comes in for this piece of hocus-pocus: "Means for their employment must be created or you will pay taxes for their support." In this case, they could not charge Desert Associates with favoring unemployment and higher taxes. That would be just a little too thin. But isn't the claim of unemployment relief or tax increase just as thin?

In the first place, it must be remembered that Guiberson can go ahead with his cement plant and increase employment whenever he is willing to operate under a permit like more than 700 industrial plants do in Los Angeles county. In the second place, how many men and women from RIVERSIDE COUNTY would the plant employ? The Guiberson gang say "many hundreds." The very indefiniteness of that statement shows they're bluffing. And, we wonder, how many women would like to work in a cement mill? . . . As far as taxes are concerned, we all know that we will all pay our unemployment tax whether Guiberson builds his cement plant or not.

It's interesting to note, in passing, that the cement committee even goes so far as to misrepresent the proposed location of its plant and the distance from Palm Springs. They say the plant would be in "the mountains," while their own drawings show it at the foot of the mountain. They measure the distance from Palm Springs by highway; but dust and smoke travel on wings not wheels! Of course, if Mr. Guiberson can build a smokeless and dustless plant and operate it under a permit that guarantees this sort of operation, he can locate the plant in Chino canyon as far as we are concerned.

THIS ILL-ADVISED CAMPAIGN is losing the Guiberson interests more votes than it is winning. It gives us high hope that the voters of the county are getting wise to such worn-out tactics to fool people. Many groups throughout the county are taking a definite stand against uncontrolled industry lest Riverside county become the dumping ground for all sorts of undesirable plants that would not be allowed elsewhere. They see no reason why ANY INDUSTRIAL PLANT should not be willing to operate under a permit like most all cities and counties now require. The voters of this county should consider the Guiberson campaign an insult to their intelligence. It is easy for the people to tell exactly what they are voting on next July 26th. They know it is: Should Riverside county have UNCONTROLLED industry? It's as simple as all that. We believe that such action will keep ANY industry from locating in the county unless it is so objectionable that NO COMMUNITY would want it nearby.

Just one more point. Mr. Guiberson is crying about his "vested rights." He bought and owns the land; why isn't it his vested right to do what he wants with it without coming under a rules, regulations or laws? The answer is simple. Ownership does not constitute the right of unlimited use.

Because a man buys and owns a gun, it doesn't give him the right to shoot someone with it!

Bowling Alleys Close Until Fall

With the local bowling alley closed last week end, Manager Joe Viani expressed his thanks to the captains and secretaries of the various teams forming the several leagues during the past season.

"On behalf of the management I am most grateful to the fine spirit of play shown during the past season in the league play," he said, "and I trust the same fine sterling character of competition will follow next season."

In looking forward to a big year of bowling starting next fall, Viani stated the Bowling Alleys will reopen in late September or early October for resumption of play. During the summer he expects to accept a position in the recreational end of the Los Angeles Municipal Sports division.

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REDUCED FROM \$12,500 TO \$9850

Terms or trade what have you?

OWNER
Phone: 2844 or 3123

Summer Time Is Ice Cream Time!

- Packaged Flavors
- Ice Cream Cones
- Sundaes
- Shakes and Malts

PRICES REDUCED

Pints . . . 35c
Quarts . . . 65c

OPEN DAILY
EXCEPT SUNDAY

324 N. Palm Canyon Dr.
PHONE 5523

Study of County Branch Plan Gets Board's Approval

County planning commission was given the "go ahead" sign by supervisors this week to continue its studies of needs of the Coachella Valley for a branch court house.

The planners, who have been working on preliminary surveys of the project for months, made a request for official sanction before going any further.

The plan, which has the endorsement of desert organizations, would save local residents hundreds of miles of travel annually by establishing county branch offices in a centrally located desert point.

Several sites are under consideration.

Failure of a husband to sew his wife's clothes is grounds for divorce among some African natives, according to the Encyclopaedia Britannica.

Explosion . . .

the gas filled the room so that the pilot flame of the stove was enough to set it off."

Members of the fire department plus 10 volunteers battled to save the house without success, listing it as a total loss.

Much of the difficulty was attributed to more than 500 spectators who clogged approaches to the area preventing speedy emergency measures by the department.

Carpenters Name Ward President

At a meeting of the Palm Springs Carpenters' union, local 1046 Thursday evening, new officers for the year were installed to their offices. Newly-elected leaders are Hap Ward, president; Don Erkel, vice president; Guy Cain, secretary; Mike Murray, recording secretary; Harry Armstrong, treasurer; and also on the executive board were named

City Employees 100% Loyal, City Council is Told

City Manager W. E. Alworth reported to council this week that as of June 1 there were exactly 100 city employees and that each had appeared before him to sign the statements that they were loyal to their country, state and city in action and thoughts. The statements were voluntary.

An envelope containing the 100 signed oaths was formally presented to the city clerk at the meeting for permanent filing.

James Gates and Bob Hecker. Also named to the important office of business representative for the local was James Adams who defeated Dave Becker, incumbent, in a recent election.

If you prefer hardwood floors; if you'd like to combine town house features with desert living INVESTIGATE THIS.

4 bedrooms, 3 baths, exquisitely furnished, 2 large lots, walled, artistically landscaped.

Exclusive Agents.

Munholland & CO.

431 N. Palm Canyon Drive Phone 3673

CHET HOOBER
MARTHA T. FORWARD
Associate Brokers

**Congratulations and Best Wishes
to the new DESERT BANK**

L. A. LATHING CO.

FRED HATHAWAY, Mgr.

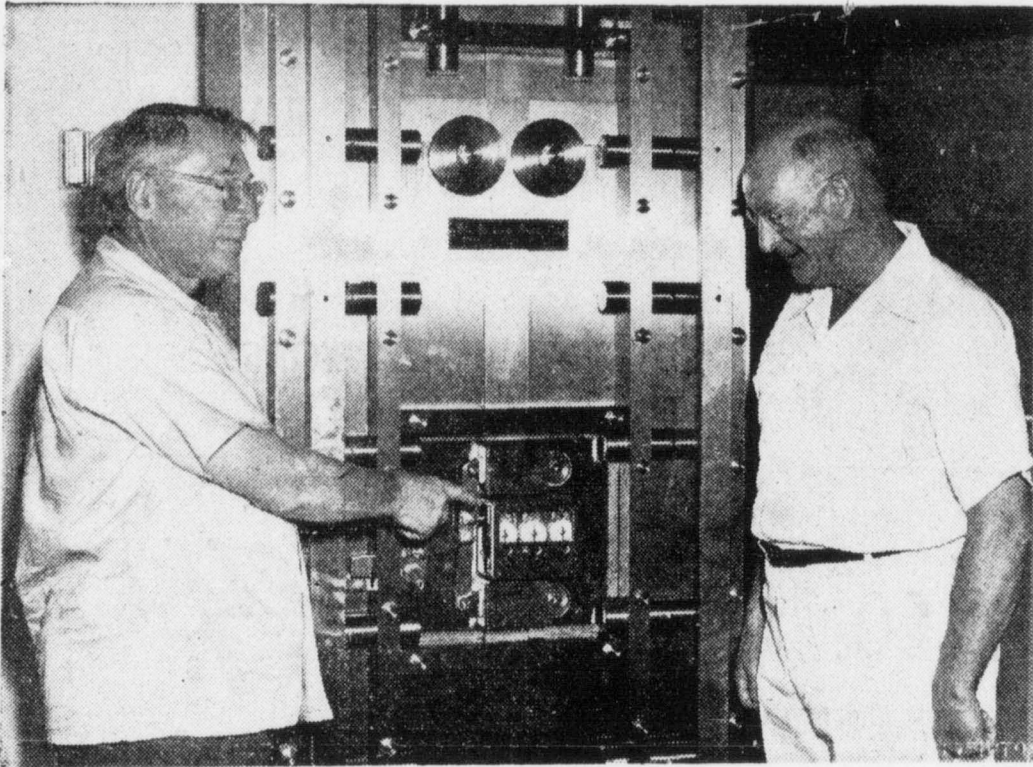
390 E. Sunny Dunes Rd. Phone 3699

**If You Are one of the THINKING PEOPLE of
Riverside County, take a few minutes and read these
Answers To Your Questions
About The July 26
Referendum Election**

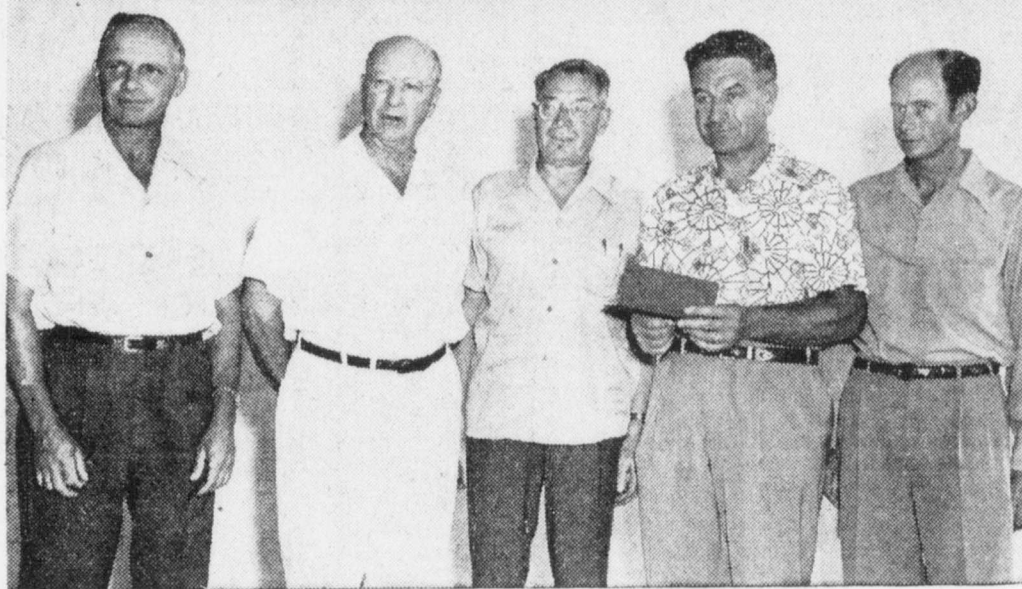
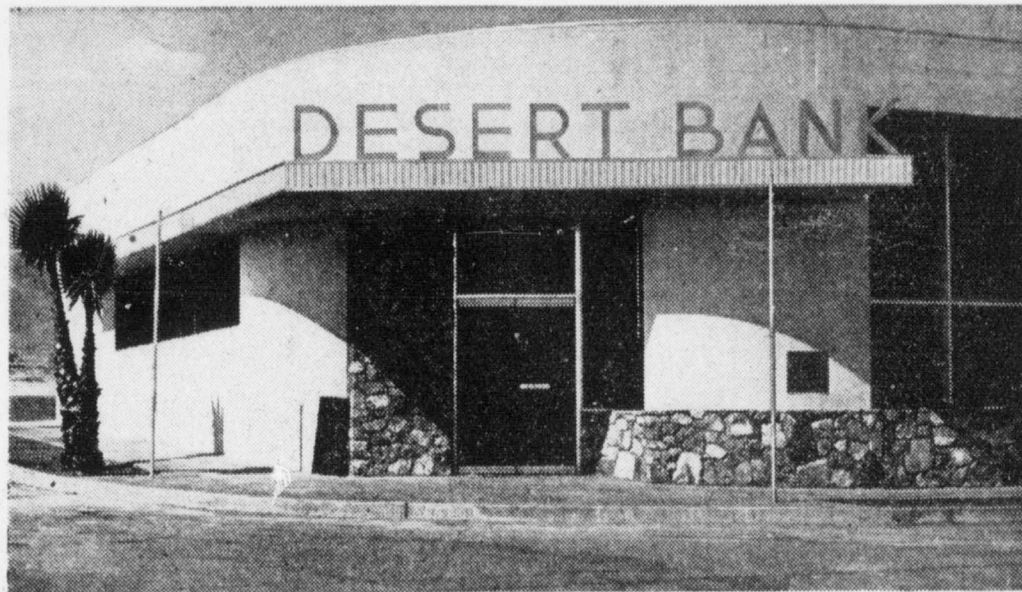
1. WHAT IS THE ISSUE ON THE BALLOT?
 - A. Shall the people approve of an ordinance, adopted by three members of the Board of Supervisors, granting a wholly unrestricted industrial zone of 1700 acres (the only one in Southern California today) for the special privilege of S. A. Guiberson.
 2. DOES GUIBERSON NEED THE WIDE OPEN AREA SO HE CAN BUILD HIS PROPOSED CEMENT PLANT?
 - A. DEFINITELY NOT! The county planning commission has said it will grant him a permit for building and operating his plant ON THE BASIS OF HIS ORAL PROMISES ON HOW HE WOULD OPERATE IT. But apparently he doesn't want to live up to his promises. Aren't you suspicious of anyone who will go back on his promises?
 3. WOULD THAT PERMIT BE SO RESTRICTIVE THAT THE PLANT COULDN'T OPERATE AS THE COMMITTEE FOR UNREGULATED INDUSTRY WOULD HAVE US BELIEVE?
 - A. The permit would be granted by the Board of Supervisors and can contain any restrictions the board thinks are reasonable. If the ruling three members of the board can ignore 35,000 farmers and residents of the Coachella Valley to adopt a "wildcat industry" ordinance for Guiberson, don't you think they could give him a permit to his liking?
 4. HAS THE COUNTY PLANNING COMMISSION APPROVED THIS DANGEROUS ORDINANCE FOR GUIBERSON?
 - A. No. It has twice denounced it as also have health, agricultural, flood control and zoning experts.
 5. WHO WROTE THE BASIC COUNTY ZONING LAW, NO. 348?
 - A. The County Planner, a deputy county counsel and the Planning Commission. The commission is made up of seven members, six of them living in cities west of Hemet.
 6. IF ORDINANCE NO. 348-A IS DEFEATED ON JULY 26 DOES THAT MEAN THAT GUIBERSON IS PREVENTED FROM BUILDING HIS CEMENT PLANT?
 - A. Absolutely not! He can still apply for the permit as demanded of him by the planning commission just as he could have done anytime in the past six months. He would be required to obtain the same permit in Los Angeles, San Bernardino, Santa Barbara, Ventura, Orange and San Diego Counties. Should we be different?
 7. ARE THE THREE RULING MEMBERS OF THE BOARD OF SUPERVISORS OPPOSED TO ZONING AND INDUSTRIAL REGULATION?
 - A. You judge for yourself. On June 6 they adopted a resolution which said: "The board of Supervisors are of the opinion that County-wide Zoning Ordinance No. 348 sounded the death knell of industry in Riverside County."
 8. ARE THE RIVERSIDE COUNTY ZONING LAW AND INDUSTRIAL REGULATIONS LIKE THOSE IN FORCE ELSEWHERE IN SOUTHERN CALIFORNIA?
 - A. Almost identical. Los Angeles County has had such a law for 20 years in which it has witnessed its greatest industrial growth. Nearly 800 heavy industrial permits have been issued in that time AND NOT ONE HAS BEEN REVOKED.
 9. DOES DECENT, HONEST, RELIABLE INDUSTRY RESENT REGULATIONS?
 - A. Quite to the contrary, it insists that areas shall be zoned and the "rules of the game" laid down by cities and counties before plants are built.
- YOU CAN RETAIN THE WISE LAW GIVING YOU LOCAL HOME RULE OVER HEAVY INDUSTRIAL OPERATIONS AND SMOG PRODUCING PLANTS IN YOUR NEIGHBORHOOD IF YOU WILL.
- VOTE "NO" JULY 26**
- against "wildcat heavy industry" in Riverside County
- This Space Bought and Paid for by the Committee for REGULATED Industry In Riverside County.

"Where Living is Better" Prompted Desert Bank

New Desert Bank at Cathedral City and Its Officials Ready for Opening Day



SAFETY PLUS—President O. A. Torgerson of the new Desert Bank which will hold open house tomorrow, and Vice-President W. R. Hillery, look over the massive vault installed at the financial institution. (Willis Photo).



READY FOR BUSINESS—At the top, view of the new Desert Bank building which opens for business next Monday. Lower photo, officers and directors, from left to right: Claude S. Cobb, secretary; W. R. Hillery, vice-president; O. A. Torgerson, president; G. Carroll Waller, director; Ray G. Potter, director. (Willis photo).

TWENTY YEARS ON DESERT REVEALED IN INTERESTING ARTICLE BY PIONEER

By W. R. HILLERY
Vice President Desert Bank

The history of Cathedral City and its immediate neighborhood began only a couple of years prior to the writer settling here twenty years ago.

Let us go back to the beginning of modern history of Coachella Valley.

Professor William P. Blake in 1853 was a member of the exploration party that traversed the lower Colorado River and it

was he that gave our desert the name, Colorado, because it bordered that river.

Another twenty years elapsed before the venturesome first pioneers began to discover the virtues of our climate. More years dragged on before wells were sunk into the great reservoirs that underlie our valley floor and proved that the area was habitable.

MORE AND MORE people be-

gan to learn of the delightful winter climate and came here for health and comfort and the things that could be grown here. Now there are thousands that head for the desert as soon as the rigors in the home town become too tough to take.

Farmers found their way here along with the comfort seekers and while the latter were the cause for the erection of beautiful hotels and courts as well as

See **TWENTY YEARS**, Page 5

Founder of New Financial Institution at Cathedral City Cites Faith in Local Area

O. A. Torgerson Writes of First Visit To Community and of His Decision to Make His Home Here Where "Living is Better"

By O. A. TORGERSON
President and Cashier, Desert Bank,
Cathedral City

During the past year, I have often been told that I have gone from one extreme to the other (from Alaska to Southern California) but, the change is not as great as many people seem to believe.

Settling here was not contemplated when we moved from Alaska, after almost fifteen years of residence there, first at Cordova, then at Kodiak.

Cathedral City was a meeting place with another Alaskan couple for an extended automobile tour of Mexico. While here, we became greatly attracted to the Coachella valley, so much so that we arranged for a longer stay on our return from Mexico. This stay resulted in the establishing of the Desert Bank.

THE DEVELOPMENT of any community must have resources to justify such consistent growth, and the development of Cathedral City and the Coachella valley amply testify to its being worthy of such growth. The growth may not be so great in any particular place, but it is substantial in the valley as a whole. This will continue; first, because of its enjoyable climate during most of the year; second, with more land coming into production, the area is not solely dependent upon the winter visitors for its livelihood. The Coachella Valley offers a challenge to foresighted people. The directors and officers are

all local people, fully conversant with the development and needs of the valley, and are well known to most of you. The writer of this article will be in active charge of the bank, and has been active in banking circles for many years.

WHILE AT the Security National Bank, Everett, Washington, I was advanced from teller to vice-president during the ten years I was associated with that bank. Subsequently, I was for a short time with the Washington State Banking department, leaving there to accept the management of the First Bank at Cordova, Alaska, where I remained until early in 1940 when I organized the Bank of Kodiak, and was its president until late in 1947 when I sold my interests and came back to the states.

It was not my intention to engage in business again, but there does seem to be an unusual opportunity here.

See **TORGERSON**, Page 5

A HEARTY WELCOME TO THE DESERT BANK

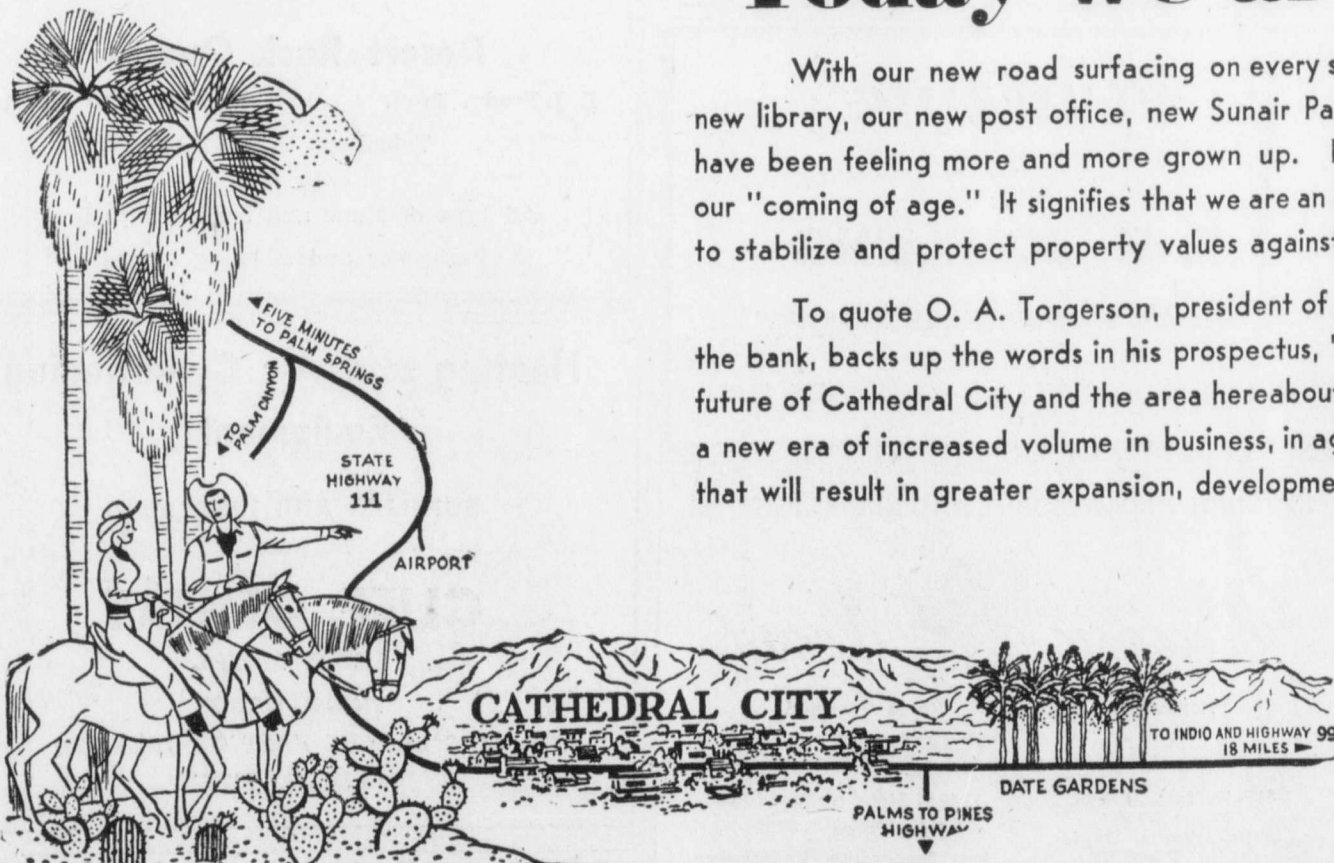


"Today we are a Man"

With our new road surfacing on every street, two new church buildings, new library, our new post office, new Sunair Park and enlarged Town Hall we have been feeling more and more grown up. Now the new bank constitutes our "coming of age." It signifies that we are an established community. It helps to stabilize and protect property values against undue fluctuation.

To quote O. A. Torgerson, president of Desert Bank who, in establishing the bank, backs up the words in his prospectus, "The Desert Bank believes in the future of Cathedral City and the area hereabouts--believes that the future holds a new era of increased volume in business, in agriculture and in every day living that will result in greater expansion, development and new enterprises."

Cathedral City is a neighborly desert village with a very complete shopping center and an excellent selection of moderately priced homes, apartments, courts and trailer parks. It is strategically located, being less than a 10 minutes run to the swank shops and nite spots of Palm Springs, on the west, or to the famous Coachella Valley date gardens and the amazing agricultural development along the new canal, to the east.



**CATHEDRAL CITY
CHAMBER of COMMERCE**

BOOKLET ISSUED BY NEW DESERT BANK EXPRESSES FAITH IN DESERT AREA

Basing their faith in the future of Cathedral City and surrounding desert on its history to date and steady progress, the booklet issued by the Desert Bank bespeaks its belief in the community and presents figures to substantiate that belief.

Excerpts from the booklet which make interesting reading follow:

Cathedral City, located six miles from Palm Springs, has a promising future, is sufficiently large and growing to the point where it requires the facilities of a bank. Consequently the Desert Bank is established here.

Greatly increased postal receipts, as well as a much greater volume of general business and the tourist accommodations amply testify to the assurance that Cathedral City is destined to continue its substantial growth.

Here are found all of the facilities for enjoyable living at moderate cost. Here is available business and residential property at reasonable prices.

THE DESERT BANK has adopted the slogan: "Where living is better."

As a result of the generosity of a prominent resident, more than two acres of ground was recently given for the development of Sunair Park, which will contribute greatly to the recreational facilities of our people and to our winter visitors.

The people of California have had almost 100 years of banking service, the first being the present Wells Fargo Bank & Union Trust Company, San Francisco, established on March 18, 1852, under the name Wells Fargo and Company. Banking, like other types of business has undergone

considerable changes during that time. Then people paid for the privilege of leaving their money with the banks, now the banks pay their depositors interest on their funds.

The Desert Bank is the latest bank to be established in California. It is founded on the principle of providing Coachella Valley with an independent home-owned bank. The authorized capital is \$250,000.00 with a paid-in capital of \$100,000.00 and a paid-in surplus of \$50,000.00.

THE DESERT BANK was established by a representative group of business men, who are alert to the necessity for a bank devoted to the needs of this community. It is the aim of this institution to extend friendly understanding and cooperative service to the people of Cathedral City and the surrounding area.

Most of its stockholders are local residents, all of the directors live here the year around. The whole structure of modern business, the speed with which transactions are effected and many of the conveniences enjoyed in individual and family life today, rest upon the sound service of banking.

The two fundamental services of a commercial and savings bank are to provide a safe depository for the funds of its cus-

tomers and to use these funds as a reservoir of credit for the soundly conducted and worthy business enterprises and homes in the community.

THE DESERT BANK is a member of the Federal Deposit Insurance Corporation, whereby the deposits are insured in the maximum amount of \$5,000 for each depositor. Our new building, located at Broadway and Palos Verdes avenues in the Sunair addition of Cathedral City, combines all of the most modern improvements in architecture and construction. The entire building is fully air-conditioned and the lighting is of the soft fluorescent type.

These modern quarters are regarded as merely the working tools to give our customers the best in banking. As a special time saver for busy people, we offer our customers the facilities of our drive-in depository. Deposits may be made from the car. In this modern age with its congested traffic, parking space is of paramount importance, and

the Desert Bank has provided ample paved free parking space at the rear of the building on its own property for the added convenience of its patrons. For those who are unable to come to the bank during regular banking hours we offer the facility of our night depository.

In addition to these innovations we offer complete banking services, comparable to those of any bank in the area.

The name Desert Bank is unique in the annals of banking, as we believe it is the only bank in the country so named.

IN VOICING our faith in the future growth of Cathedral City and the surrounding area, we dedicate our efforts to a definite policy of constructive helpfulness to our community, and pledge ourselves to fulfill the trust and justify the confidence of our customers. Here you will find a cordial welcome and the assurance that your banking requirements will be taken care of promptly, consistent with sound banking principles. All of the

transactions are held in strictest confidence.

We are interested in the growth and welfare of this community because anything that helps the community grow and prosper is helpful to the bank which aids this growth.

The Desert Bank believes in the future of Cathedral City and the area hereabouts, believes that the future holds a new era of increased values in business, in agriculture and in the every day living that will result in greater expansion, development and new enterprises.

This bank stands ready to lend its efforts towards that future.

Deluxe trailer park is installing a large swimming pool, construction being well under way.

Business Starts At 8 on July 11

The Desert Bank will open its doors, formally, for business on Monday morning, July 11, at 8 o'clock. This early hour is in conformity with its Summer schedule of hours, 8 a.m. to 1 p.m. Starting Sept. 15th regular banking hours will be observed. On hand behind the polished new counters, Monday morning will be president and cashier O. A. "Torgie" Torgerson, teller Kenneth Amos who was formerly connected with the Palm Springs

bank and the president's secretary, Miss Alta Wiede, who also formerly held a similar position in Palm Springs.

The bank's entire board of other officers and directors, W. R. "Bill" Hillery, vice-president, Claude S. Cobb, secretary, and G. Carroll Waller and Ray G. Potter, directors, are expected to be present to receive the first depositors on opening day.

Claude and Edna Cobb with nephews Dickie and Claude returned last week from a trip to Zion National Park and the Grand Canyon.

Checks Carry Desert Design

Even the checks of the Desert Bank at Cathedral City are in keeping with the desert atmosphere.

They depict a tall palm tree on the left side with the desert mountains as a background and desert shrubbery beneath.

At the bottom they carry the slogan: "Where Living is Better."

Dr. and Mrs. P. B. Wright have closed their home here and left for Menlo Park until Fall.

Congratulatory Messages From Afar for New Bank

Among the many congratulatory messages being received by O. A. Torgerson, president of the Desert Bank and other officials are two from far corners of the nation, the Chase National of New York and Pacific National of Seattle. They follow:

June 30, 1949

Mr. O. A. Torgerson,
President and Cashier,
Desert Bank,
Cathedral City, California.

Dear Mr. Torgerson:

Thank you very much for sending us an invitation to inspect your bank's new building on Saturday afternoon July 9th. It seems just a short time ago since you, Larry Freer, and I were talking about your building plans. Nothing would give me greater pleasure than to accept your kind invitation. However, the elements

of time and distance prevent this. Nevertheless, I am looking forward to some opportunity to visit with you again before too long. It was very interesting indeed to read the leaflet you sent dealing with your bank, and its setting in the desert. Your publicity certainly seems to be in very capable hands.

Please be sure that you have our congratulations now that your opening day is near at hand, and every good wish for the complete success of the Desert Bank. We shall count on you to call on us whenever there is anything we can do to be helpful, and we should indeed be happy to have the opportunity to serve your institution as its correspondent here in New York. With kindest personal regards, I am,

Sincerely yours,
Signed
James P. Mitchell
Second vice-president
The Chase National Bank
of the City of New York,
New York.
Pine Street, corner of Nassau
New York, 15, N. Y.

June 30, 1949

Mr. O. A. Torgerson, President
Desert Bank
Cathedral City, California.

Dear Torgie:

We received your very attractive invitation to inspect the opening of your bank on July 9th, also the pamphlet giving a history of the desert and the new bank.

We will all be thinking about you and want to wish you every success. In a few days I will send you a little deposit so I can be one of your first depositors.

Best regards to you both.
Sincerely,
signed
Fowler W. Martin
Vice President
The Pacific National Bank
of Seattle.
Seattle 11, Washington.

Week's Good Deed

A Cathedral City householder who asks to remain anonymous wishes to report the good deed, civically speaking, of the week. The jeep, operated by the proprietors of Sky Ridge Trailer Park was observed to stop suddenly as it was proceeding down Glenn avenue.

The occupants dismounted and loaded into the jeep and drove off with a big carton of cans and refuse which had been tossed at the side of the road by some one who cares nothing for public health and the appearance of the community—to say nothing of liability to fine and imprisonment if apprehended.

Ray G. Potter
Claude S. Cobb
O. A. TORGENSEN
W. R. Hillery
G. C. Waller

to the

PRESIDENT AND BOARD OF DIRECTORS

CONGRATULATIONS

on your proud venture

the opening of the new

DESERT BANK

in this community.

May your success be comparable to your determination

to make this dream a reality

and a

pride to Cathedral City.

CATHEDRAL PHARMACY

HART L. KOPP

ROSE S. KOPP

Wall Sign and Glass Lettering

by

ROUBISON'S

SIGNS & NEON

"Creators of Finer Signs"

405 Requa St.
INDIO, CALIF.

Telephones:
Bus. 77252
Res. 72284

Masonry and Rock Work

by

Leonard E. Rogers

MASONRY CONTRACTOR

BRICK — STONE — CEMENT BLOCKS
FIREPLACES — PATIO AND GARDEN WALLS
P. O. Box 348 Cathedral City, Calif.

ALL PAINTING AND DECORATING both exterior and interior

by

R. B. "Tip" WRIGHT

BOX 3416 — INDIO, CALIF.

TELEPHONE 77743

Landscaping by

NEEL'S Nursery

330 N. INDIAN AVE.

PHONE 2207

Wiring and Fixtures

By

HINSON ELECTRIC Contracting Engineers

1215 Main St.
El Centro
Phone 2034

Indio Office
43-827 Jackson
Phone 73205
Carl Downing, Mgr.

PLUMBING

by

F. C. SCHILLING

"BETTER PLUMBING AND HEATING"

310 SO. INDIAN AVE.

PH. 2905

EXTERIOR FLUORESCENT AND NEON LIGHTING

Valley Neon

Home Owned

Home Operated

SIGNS - LIGHTING

418 So. Indian Ave.
Phone 2952
Palm Springs, Calif.
JERRY DOOLEY

1188 G Street at Base Line
Bus. Phone 2-7225
San Bernardino, California

Sheet Metal Work

and the Distinctive

Desert Bank Sign

by

J. M. Connell Co.

Payne Furnace and Cooler Dealer

375 SUNNY DUNES ROAD TELEPHONE 2206
PALM SPRINGS

Native Stone

for the bank front
supplied by

Desert Rock Quarry

This colorful mica stone came from
the painted hills of Whitewater Canyon

Desert Rock Quarry

R. J. Brady, Prop.

Rancho Mirage

Telephone P. S. 84419

All type of stone and brick for patios,
barbecues and stepping stones

Heating and Air Conditioning Equipment

SUPPLIED AND INSTALLED

by

CLIFF GENTRY

SHEET METAL

INDIO, CALIF.

AVE. 44, 3 BLOCKS EAST OF JACKSON
Ph. Indio 73727

Sun Classifieds Bring Quick Results

OFFICERS, DIRECTORS OF DESERT BANK ACTIVE IN CIVIC, BUSINESS, LIFE

All officers and directors of the Desert Bank which opens its doors for public inspection tomorrow are all year around residents of the Cathedral City area.

Coming from diversified points, they have joined together in furthering the growth of their community and the surrounding desert. A brief biographical sketch of each follows:

O. A. "TORGIE" TORGERSO President and Director

Born in North Dakota and spent all of his banking life until coming to Cathedral City in 1947, in the state of Washington and in Alaska.

In Washington he rose from teller to vice president of the Security National Bank of Everett. He served for several years as a liquidator or receiver for the Washington State Bank Board, and a term as a secretary of the Washington State Board of Control.

He went to Alaska as vice president and cashier of the First Bank of Cordova and in 1940 organized and became president of the Bank of Kodiak, Alaska. Under his leadership this bank grew from a capitalization in 1940 of \$35,000.00 to capital, surplus and undivided profits of \$165,000.00 and with deposits of two million dollars, when he resigned in 1947.

Mr. Torgerson is presently a director of the Cathedral City Chamber of Commerce, director

Thousand Palms Chamber of Commerce, director of Palm Springs Community Hospital district and a member of the Cathedral City Lions club. While in Kodiak Torgerson was active in the Rotary club and served a term as mayor of Kodiak.

The following communication speaks for itself:

Kodiak Chamber of Commerce
Kodiak, Alaska

September 25th, 1947

WHEREAS, our esteemed fellow-member, O. A. Torgerson, showed such faith in our community that he established a much needed bank here in 1939 and, by his own knowledge, efficiency and integrity, as well as downright hard work, made it one of the outstanding small banks in the country, and

WHEREAS, as Mayor of our City he placed municipal affairs on a firm basis thus saving the City many thousands of dollars and putting it on the road to its present success, and

WHEREAS, as an honored member of our Chamber of Commerce from its inception, he was chairman of various committees with outstanding records of achievements. He sired the idea for a public playground and, alone, started the first car raffle which was such a financial success that the beginning of this project was assured, and

WHEREAS, he has so loyally supported and advanced every worthwhile project, especially those of cultural and moral benefit for youth, such as taking charge of the Community Center drive and taking a most active part on its board, and also was given charge of Victory Bond drives and Red Cross activities because of the surety of best results.

THEREFORE, BE IT RESOLVED, that we herewith, at this last meeting of the Kodiak Chamber of Commerce before his departure, express unanimously our sincere appreciation for these things—express not only our sense of loss due that of the whole city and the entire territory—and that we wish him God Speed in his travels and in whatever he and his charming wife may undertake.

IN WITNESS WHEREOF, the President and Secretary of the Kodiak Chamber of Commerce, at Kodiak, Alaska, subscribe

their signatures this 26th day of September, 1949, at Kodiak, Alaska.

Signed, G. M. Beebendorf,
President.
Signed, Lillian Morris
Secretary.

WILLARD R. "BILL" HILLERY Vice-President and Director

Born in Contra Costa County, California. At age of 2 went to Washington territory on side-wheel steamer Ancon.

Sailed in the old wind-jammers for a season then went to Alaska. Steamer purser on the Canadian Yukon, later cashier and paymaster White Pass & Yukon Route. Joined Bank of Alaska and after service in Skagway went to Wrangell branch then to Cordova where he opened and managed that branch. Resigned to operate a salmon cannery.

In Skagway he was city councilman, and served several years as mayor of Cordova. He is a Past Master of the oldest Masonic lodge in Alaska.

Came to Cathedral City in 1929 where he engaged in building contracting, real estate brokerage and insurance agency being actively engaged in the latter two at the present time. With his son Jack, who is now Cathedral City postmaster, operated Desert Lumber company.

Served as deputy county assessor and secretary treasurer of Cathedral City Water company and Cathedral City Development company.

Former activities have been: Aided in organizing and was a president of Cathedral City chamber of commerce.

Ten years on flood committee. Road committee, county chamber of commerce.

Director Palm Springs chamber of commerce.

Ten years trustee of one or both school boards.

War time registrar for draft.

War time chief observer, aircraft warning service and served on a multitude of community and civic committees.

Present activities: real estate, insurance, notary public, county clerk's deputy for registration of

votes, director Cathedral City chamber of commerce, director 1000 Palms chamber of commerce, director Palm Springs Community Hospital district, assessor Cathedral Sanitation district, and secretary Sunair Development company.

G. CARROLL WALLER Director

Born in Oregon. Formerly radio and sound engineer in Albany, Oregon where he was active in lodge and community affairs. Assistant secretary Albany chamber of commerce. During the war years he served as chairman for Linn county of the ration board, War Bond drive, War Chest and Civilian Defense committees.

Following the war he was radio investigator for Western States Power company covering Oregon, Washington, Idaho, and Montana.

Mr. Waller moved to Cathedral City in 1944. He is past president Cathedral City Lions club, formerly director Cathedral City chamber of commerce, past president Palm Springs Shriners club, owner of business frontage in Cathedral City and owner and operator of a nearby date garden.

RAY G. POTTER Director

Born in Indian Territory, chain store supervisor in San Diego county. Operator of supermarket in Vista, Calif., also in Riverside.

Presently owner of a large block of Cathedral City income property and proprietor of the Cathedral City Super Market and a member of the advisory board of Orange Empire stores, a chain of 800 southwestern retail groceries and markets.

CLAUDE S. COBB Director and Secretary

Born in Kansas, formerly in the grocery business in Los Angeles.

Came to Cathedral City in 1929 and established a grocery store, gas station and post office. Past president of the Cathedral City chamber of commerce and Cathedral City Lions club, and a

Interior of New Bank in Keeping

The new Desert Bank building has an immense picture window taking up nearly the whole front, and overlooking the desert and Mt. San Jacinto. The masonry is of colorful native stone taken from the painted hills of White-water canyon. Large palm trees like those now being installed on Palm Canyon drive together with the foothill background make a graceful setting for the bank. There are deep masonry window boxes filled with growing shrubbery and flower bearing plants. An unique sign of large block letters made from non tarnishing aluminum extends along the marquee over the front entrance. At the rear is a large paved

member of various civic committees. On the Coachella Valley Date Growers organization committee, director Cathedral Sanitation district.

He sold his business holdings several years past in order to devote his time to his extensive land holdings consisting of agricultural properties and considerable undeveloped acreage. He is also the owner of one of Cathedral City's principal business blocks.

parking lot with a covered driveway leading to the drive-in depository, where customers' business may be transacted without getting out of their car.

The interior is a soft green with light colored fixtures and chromium fittings. There is an air of spaciousness as the building has an unusually high ceiling and there are no partitions to clutter the view.

The long depositors check counter is unique in providing individually partitioned booths so that no one is reading over your shoulder as you make out your deposit slips, countersign checks, etc. A refrigerated drinking fountain and rest rooms are provided. The vault which also contains customers safe deposit boxes is of the latest and most expertly devised steel so that the burglary insurance covering it takes the lowest possible rate.

A night depository at the front of the bank is another unusual service. Customers who wish to leave cash after banking hours are given a key which enables them to open a small cover to a chute by which deposits are conveyed to an immensely thick steel safe set into the concrete framework of the building, and to which access by unauthorized persons is impossible. Modern air conditioning equipment will give a cool restful atmosphere in summer and augment our desert sun in the winter. The R. P. Shea company was general contractor for the construction.

PALM SPRINGS, CALIFORNIA
Friday, July 8, 1949

The Desert Sun — 3

Greetings and Best Wishes

to

"TORGIE"

and the

DESERT BANK

from

"Torgies friends in Alaska"

Sun Classifieds Bring Quick Results

Congratulations

to "Torgy"

and

Desert Bank

WALLER'S
Date Gardens

G. Carroll Waller
Loleta Waller

TELEPHONE 83511

Congratulations
and Welcome

to the

DESERT BANK

CATHEDRAL CITY WATER CO.
CATHEDRAL CITY DEVELOPMENT CO.

Congratulations
to "Torgie" and
DESERT BANK

Greener's Blind Shop

568 Grove Street

Phone 84593

VENETIAN BLINDS AND WINDOW SHADES

Congratulations to

DESERT BANK

HENDERSON'S
TEXACO SERVICE

in the Center of Town

CONGRATULATIONS!

From Sam Arner's Desert Realty Co. To us pioneers of Cathedral City this bank fulfills another long cherished dream as it serves to protect and insure your uninvested earnings let us protect and insure your vested interests. Don't worry this Summer while absent. We will insure your household furniture against burglary for one year for \$10 for 1st \$1000, \$5 for 2nd \$1000, \$2.50 for each additional \$1000. Also fire, casualty, neon, plate glass, extended coverage, etc.

Congratulations
and Best Wishes

to "Torgie"

and the

Desert Bank

Cathedral City
SUPER
MARKET

A complete line of
Groceries and Fresh Vegetables

Meat Department

Soda Fountain

FEATURING HOME MADE PIES

We Welcome the Desert Bank

It fills a need in
the community

MILNOR'S
5 & 10

DICKIES

WRANGLERS

YOU
ARE INVITED

... to inspect our banking quarters tomorrow afternoon, July 9, from 2 to 4 p. m., to see for yourselves what has been planned for the convenience of our customers.

The new building combines all of the MOST MODERN IMPROVEMENTS in architecture and construction.

Being located in a desert area, the Desert Bank has adopted the desert motif in the construction of the building, fixtures and furniture.

Even the bank's checks have a distinctive desert atmosphere.

OPEN FOR BUSINESS MONDAY, JULY 11TH

BANK HOURS
UNTIL SEPTEMBER 15 WILL BE FROM
8 A. M. TO 1 P. M.
(Daily Except Sunday)

DESERT BANK

CATHEDRAL CITY

Congratulations
and Best Wishes
to Ruth and "Torgie"
Torgerson

Edna and Claude Cobb

Congratulations
and Welcome

to

DESERT BANK

DELUXE TRAILER PARK

Open Year Around

Air Cooled Recreation Hall and Clubroom.
Heated and Sanitary Utility Rooms.
Filtered and Heated Swimming Pool

Cathedral City News

By Mrs. Paul W. Clark, Sunhaven Court, Telephone 84-523

Chamber Board Backs Resolution

At the regular meeting of directors of the Cathedral City chamber of commerce held July 3th was unanimously resolved that the chamber go on record as being in favor of regulated industrial zoning.

The directors therefore urge a vote of NO on County ordinance 348A at the special referendum election July 26th. In order to implement these words with positive action it was further decided to hold a public mass meeting at the Cathedral City Town Hall at 7:30 P.M. Tuesday July 19 when methods to get out as nearly a

one hundred per cent vote of desert denizens, as possible, could be outlined.

It is understood that Desert Associates has already provided for the mailing of absentee ballot requests to all voters who are away. Director W. R. Hillery reported that further requests had been received from the County Planning Commission and the county surveyors office that the official Riverside county house numbering plan be used by the Cathedral City residents. This plan calls for figures representing the number of miles from the west county boundary to be prefixed to our regular numbers on east and west streets.

On north and south streets the figure represents the mileage from the north county boundary. All east and west street numbers in Cathedral City should be prefixed by 68, thus the present number 574 becomes 68-574.

Captain True Writes Friends

Jimmy Wolseth who is rapidly recovering from his recent surgery but still confined pretty closely to bed, reports receipt of a letter from an old Cathedral City resident and past president of the Improvement Association, Captain George True. Capt. True is now at St. Simons Island off the southeast coast of Georgia where he has extensive shipping interests. Some of his desert

New Members Join Catholic Church

On Friday, the feast of the Sacred Heart, Mrs. Leo Kaiser, Mrs. John (Ahmoy) Rater and Mrs. A. E. (Myldred) Kaiser became formal members of the Catholic Church with a beautiful ceremony. The three ladies with several other adults who will be introduced into the Church in the Fall, have completed a period of a year's instruction about the Catholic religion.

On the previous Sunday, Samuel Baker, Jr. was christened in St. Louis Catholic Church. Clarence Winston and Ben Flores of the Wonder Palms Hotel, have graciously extended the use of the hotel pool for boys and girls of the district on one or two days a week, says Fr. Leissler. However, it is to be understood that the children must go in groups so that proper supervision can be provided. Sunday afternoons have been tentatively set aside as a suitable time for the splash parties. Those interested should form a group and contact Fr. Leissler at 8-4151.

The games at the parish hall on Tuesday at 8:15 at 8 off Glenn, continue to be enjoyed by a steady number of people. Each Tuesday evening over 50 people are having a good time in the air-conditioned building. For the convenience of the Cathedral City people, the Cath-

olic Church will be opened during the summer. Until further notice, Sunday Masses will be at 8 and 10 o'clock. The daily Mass is now said at 7:30 instead of 8 a. m.

Fire Department Makes Long Run

Cathedral City fire department was called six miles across the desert last Saturday to the store and gift shop of T. Jay and Helen O'Brien located at Rancho Vaquero and Highway 99, one half mile east of Ramon. Fire fighting duties fell to the scant force of Oran White, forestry department, Charles Scherck chief, and volunteer Carroll Waller, who labored over four hours before the flames were extinguished.

The building was owned by Harry Merrill of Garden Grove and is a part of the Rancho Vaquero.

The blaze had gained considerable headway before forestry division fire trucks from Cathedral City and Indio were able to reach the scene due to the distance the fire units had to cover.

Firemen from Cathedral City played a prominent part in saving an adjoining ranch building valued at \$25,000 from the flames despite the prevailing wind.

Cause of the blaze in the dwelling is not known.

Anniversary Is Duly Feted

The sixteenth wedding anniversary of James and Mary Wolseth was the occasion for a series of buffet and dinner parties at the Wolseth's Desert Lodge during the 4th of July

week end. Further incentive for the celebrations was the return of Jimmie from the hospital and the near-completion of extensive remodeling of Desert Lodge cottages.

News Round Up

A long 4th of July week end in the north of Bishop county with over a hundred fish caught, was enjoyed by Mr. and Mrs. Bud Mhoon, Mr. and Mrs. Herb Henry and Mr. and Mrs. Jeff Seufferer.

An article concerning a snake episode on the Amazon by our local resident and noted author, Willard Price, is featured this month in Readers Digest.

Dan Plumb, Cathedral City old timer has just purchased a deluxe trailer from Charles Scherck, chief of the volunteer fire department.

At last our base ball team got over the hump. Last week they came through with a 10 to 9 win against the strong competition of the Palm Springs American Legion Team. Who's next!

The Ben Scott's daughter Mrs. Vern Thompson, with husband and son Robert have been visiting their parents after a sojourn in Japan where Mr. Thompson has been stationed on Navy duty.

Vernon Krings, proprietor of the Chevron station has just returned with his family from a three weeks combined business and pleasure trip to his old home

in Wisconsin. Mr. Krings owns a large dairy and stock farm there just a short distance east of St. Paul.

Brownie and Doris Brown are the proud parents of what they thought was going to be a lovely colt. Much to their amazement their bay saddle mare last week gave birth to a baby mule.

Dorothy and James Henderson, proprietor of the local Texaco station returned this week from a months vacation. Most of the time was spent in getting Mr. Henderson's mother, who spent the past winter with them here, installed in their new home in Fullerton.

Mae Johnson and Helen Hill, the popular proprietors of the Peter Pan Pantry grocery and bakery have finally laid down their labors for the summer. They will spend the next two months at their lovely home in Idyllwild to refresh themselves for another busy season in Cathedral City, re-opening in September.

Word has been received from the E. L. Forbes of the Sun Apartments who are journeying through Lake Tahoe country en route to Yellowstone Park. On the completion of their trip they will spend some time at their home in Orange before returning here for the season.

Roy Miller has closed his cabinet shop and gone to his home in Banning for the summer.

Dick Strandgaard, manager of the Cathedral City Super Market, who has been in Wadsworth general hospital in Los Angeles for several weeks, returned home last week-end.

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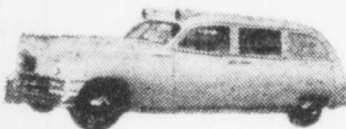
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Reference: Desert Bank. (This is a plug for the best little bank that will open next month.)

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Control Ballot

Discussed by Lewis at DHS

L. C. Lewis, president of Desert Associates, of Cathedral City, addressed members of the Desert Hot Springs Improvement association at a dinner meeting Saturday night.

The coming election to decide whether controls are to be placed on industries, was his topic and he presented many facts and figures on the proposed M-2 zone which will be decided July 26.

Ramon Drug Co.

Staff to Enjoy 2-Week Vacation

Morris and Herman Finerman of Ramon Drug company this week announced that their bustling store would be closed from Sunday, July 17, to August 1.

The idea is, they said, to allow everyone on the staff to have a two-week vacation.

Mrs. Holderman

To Attend School

Mrs. Madge Holderman, public nurse, plans to leave this week end for Berkeley where she will attend a summer refresher course at the University of California on health matters with mental health the major subject of study.

The course, which starts Monday, will continue until July 29.

She expects to return to the Village at the close of the course and will be at the East Amado road health center throughout August.

City Trio Winds

Up Air Training

Having completed their training at the local airport under the Veterans Training program City Engineer George Minturn, City Treasurer R.W. Peterson and Decorator George Tomkins were awarded their flying licenses last Friday, according to word from airport officials.

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OUR NOTE of best wishes
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Empty Bottles Picked Up

Twenty Years on Desert . . .

more modest living quarters, the acreage devoted to agriculture has expanded as the years passed until today we can expect a veritable boom in new land development due to the new canals carrying Colorado River water to Coachella Valley.

IMPORTATION of date palms from North Africa and Arabia proved that the United States had within its borders a soil and climate that would produce not only this exotic fruit but other unusual fruits and vegetables as well as our standard produce that could be grown out of the usual season and in lush abundance.

Now let us consider some developments closer to home. My youth to middle age was spent on or near Puget Sound and in Alaska and the Canadian Yukon until in 1929 I returned to my native state and directly to Cathedral City.

WE HAVE ABOUT 2000 people here in season now and yet when I settled here twenty years ago these few were here and are here now: Wilber and Alphamay Larson, Claude and Edna Cobb, Matille P. Seaman, much better known as Billie and Marguerite, my wife.

As a recent community dinner a show of hands indicated that very few residents had been here more than ten years.

Twenty years ago the paving ended where the entrance of the LaPaz Guest Ranch now is in Palm Springs and from there on the washboard county road followed the base of the mountains from Araby Point to the Cree ranch and on through Cathedral City until at the Cook ranch an oil-mix road wound its crooked way about until it reached Indio.

WHILE INDIO had boasted a bank it was not functioning then nor was there a bank in Palm Springs.

There were no habitations close to the road between this Village and Cooks ranch. Then a subdivision was laid out at Rancho Mirage and tract agent Taylor held forth at a tent that served as a tract office. Next the Gillette grapefruit ranch development became a subdivision known as Palm Village just west of the Cook ranch. Then the meteoric rise of Palm Desert with its justly famous Shadow Mountain Club was a more recent advancement.

FOR GOOD MEASURE came these subdivisions, Sunair, the home of the Desert Bank, next to the older Cathedral City, Thunderbird Ranch, Flying-H ranch, Palm Dell next to Rancho Mirage and Panorama between Palm Desert and Indian Wells.

Hundreds of thousands of the flower of American manhood were conditioned and trained for combat on our desert and the reward for the desert when they came home was the large number of vets that came back to the Coachella Valley and are furnishing much of the energy and vision that is making the valley something out of the ordinary.

New roads were built during and after the war. Locally the paving of Ramon road from Palm Springs directly east crossing the S. P. railway and Highway 99 was most important. The paving was continued east of 99 for four miles to the base of the hills across the valley. At the junction of 99 and Ramon road the community of Thousand Palms has expanded and further east on Ramon is thriving Shagira-La and Hidden Springs with lesser subdivisions between.

FROM CATHEDRAL CITY a new paved road was extended north 2 1/2 miles to intersect Ramon, and this allows the growth of Cathedral Estates and of Rancho Vista along this road.

Another road that, when completed, will open up more local territory, is the DelSol road from Rancho Mirage to Thousand Palms. Though not a subdivision in the sense of non reservation land the community of Tramview Trailer Village is a thriving robust youngster.

Homes, schools, churches, library, clubs, chambers of commerce, postoffices and utilities have kept pace with the commercial life and the expansion of hotels, courts, restaurants, trailer parks, shops, service facilities and guest ranches. To these should be added the subsistence ranches that produce dates, grapes, grapefruit, cotton, alfalfa and many fruit and vegetable varieties.

NEITHER PALM SPRINGS nor the communities north of it are mentioned in detail here because while they are bound to us by ties of friendship and common economic problems they do not fit into the financial picture in our area that we have described as extending from the eastern boundary of Palm Springs to Point Happy and north from there across 99.

It is this area that felt the pressing need of a locally owned bank and as if in answer to our prayers who should pass through our village about two years ago but Mr. and Mrs. O. A. Torgerson with their old friends Mr. and Mrs. Lee E. Dickinson, bound for Mexico on a vacation.

Several of us knew of Torgies banking success the past 15 years. Probably no one person, but a great number, were respon-

sible for inducing "Torgie" upon his return trip to lay aside his muckluks, coat, vest and tie and substitute the lightweight gear of the desert resident while he plunged into the headaches of forming a bank.

SEVERAL OF US labored with him to furnish the data required by the Banking Board and the Federal Deposit Insurance Corporation to convince those authorities that in the area I have just described we had approximately 3500 year-around population and that we also had in that area ample resources to warrant a local bank.

Close on the heels of these reports that were verified by both state and national representatives came the job of selecting a group of congenial people who would invest a sizeable amount of cash in the Desert Bank. The rules of solicitation suggested by Torgie limited the holdings that any one shareholder could purchase so that no mere handful of shareholders would control the Desert Bank.

NOW WE ARRIVE at the end of this article with the prediction based on the sentiment and confidence of the shareholders and their board of directors that "Torgie" will produce an outstanding financial institution on the desert that will benefit the whole area and be a credit to the Coachella Valley.

The Desert Bank is your bank and our bank. Use it.

Half of the vegetables consumed in the United States are grown in family gardens.

Torgerson . . .

portunity for service, and we are now offering complete banking facilities for the greater convenience of the increasing population of Cathedral City and the surrounding area.

THE PROTECTION and security of depositors come first. Therefore, this new bank will be committed by its directors and officers of a policy of maintaining sound assets, pursuing sound business principles, fully recognizing the trust placed in them. The bank is a member of the Federal Deposit Insurance Corporation, whereby each deposit is insured in the maximum sum of \$5,000.00. The banking quarters have some unusual features not found in most other banks. The fixtures are unusual and with a desert motif.

It is not the function of a bank to promote business, but it can assist the worthy men and women who have by their own efforts created some form of wealth. Such assistance may be for the purpose of helping a growing concern to profitably increase the scope of its business.

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AT LAKE ARROWHEAD THIS SUMMER
REOPEN HERE OCT. 1st

THE BANK'S authorized capital is \$250,000.00 with a paid-in capital of \$100,000.00, and a surplus of \$50,000.00. It has an ideal not measured in dollars, an ideal of service, determined and destined to be a worthwhile influence in the up-building of this area, consistent with safety to its depositors.

In voicing this ideal, we dedicate our efforts to a definite policy of constructive helpfulness to our community, and pledge ourselves to fulfill the trust and justify the confidence of our customers.

This new bank will meet your needs, and we trust we may earn the right to enjoy your confidence and friendship."

A cow on pasture spends about eight hours a day gathering food and the other 16 in resting and chewing the cud.

Firemen Hold Low Opinion Of Fourth of July Jokester

A fire call at 7:07 p. m. Monday, July 4, took the local department to the Chi Chi parking lot where a car was reported on fire.

Arriving at the scene it was discovered the '47 Plymouth sedan of John Penninger had been the target of a smoke torpedo, placed in the motor in true holiday spirit by person or persons unknown.

Penninger is said to have started immediately to investigate the smoke emanating from under his hood. In the general excitement the car, uncontrolled, rolled back, scraping a concrete embankment at the edge of the lot.

Damage from the smoke bomb and resultant crash was set at \$50 by the department.

plus the cost of bringing out the truck, other attendant costs and \$1.50 each for the volunteers who answered the call. The department's collective opinion of the character who set the smoke bomb was unquotable.

Only One Protest On Assessments

With county assessment rolls reaching a new high, but one protest was aired at the first session of board of supervisors at a board of equalization Tuesday. Supervisors will sit as a board of equalization again next Monday.

Butch is Victim Of Heavy Traffic

Butch was killed in traffic early this week.

His age was unknown but for more than ten years he was a Cathedral City man-about-town and the faithful four footed companion and pal to Buck Harris and all the boys. When Buck was out of town and would telephone on business, he would ask that Butch be put on the line. Butch would respond with an enthusiastic woof as his master's voice sounded from the receiver.

Welcome and congratulations to the Desert Bank at the west end. We also have a fine lot of businesses on this side of the village. Come on over and get acquainted with the CATHEDRAL CITY EAST SIDERS

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IN THE CENTER OF TOWN

CATHEDRAL' CITY'S CIVIC LEADERS EXTEND WARM WELCOME TO NEW BANK

Cathedral City's civic leaders this week extended a warm welcome to the new Desert Bank, expressing their gratification over the newest evidence of progress in the area and over the fulfillment of a need often voiced.

Some of the expressions of welcome follow:

L. C. LEWIS
President, Desert Associates

The Desert Bank will satisfy a long felt service need in the large area extending from Palm Springs to Palm Desert. This includes not only banking but mortgage loans, safety deposit facilities, escrows, etc.

The district is developing with great rapidity and such a banking service should speed the tempo and stabilize its resort and commercial activities. The existence of a

structure of such beauty will in itself cause other builders to emulate it. This should tremendously upgrade the entire district.

Mr. Torgerson and his directors are certainly to be congratulated on their vision, ability and courage in making this noteworthy pledge to the future of the Coachella Valley.

FR. JOSEPH LEISSLER
St. Louis Catholic Church
History has repeated itself with the establishment of the Desert Bank. Down through

Desert Museum Co-Sponsors Exploration Trip Into Past

Cape San Lucas, southernmost extremity of Lower California, is one of the last strongholds of the flora and fauna which characterized southern California several milleniums ago. Slowly retreating from aridity and other factors, the semi-tropical plant and animal life in this area furnish an important link with the past.

Two University of California at Los Angeles zoologists, Charles Lowe, Jr., and Kenneth Norris, are on an expedition to gather botanical and zoological specimens in the area. The expedition is being sponsored jointly by the University and the Palm Springs Desert Museum.

Lowe and Norris report that distribution of the animals alone

may tell a rather complete story about the climatic changes that have taken place in southern California over a period of many years due to the way the animals express the physical factors of their environment. The fact that the same species exist in isolated areas in various latitudes along the coast indicates that the arid regions in between have only recently (geologically speaking) been formed.

Reptiles in this region will be particularly valuable for a study of evolutionary changes. For instance, there exists there a two-legged lizard, which is half-way between a lizard and a snake. It perhaps lost its other legs due to evolutionary changes involving selective processes as its need for legs decreased.

Individual Name Checks Available

One of the novel equipment features of the new bank is the machine which gives an individual one line name imprint on blank checks for the customers check book while he waits.

The customary individually printed checks given firm name, address, etc., are of course available but with a longer time for printing.

Flood Budget Hearing Today

Members of Zone 6, county flood control district, are expected to attend a hearing at Riverside today when supervisors, sitting as governing board for the county water district, will pass on the 1949-50 flood control budget.

The local budget was recently adopted at \$35,500 by the Zone 6 board after hearing here. The board consists of Culver Nichols, Herbert Samson of Palm Springs W.R. Hillery of Cathedral City.

the ages, in the forefront with explorers were always the Catholic Missionaries. Following the period of exploration came a time of colonization. Along with the erection of the first habitations arose the various churches. This program is seen in our own California Mission chain. It was a rule of the Spanish realm that wherever a village was established there should be erected a school for the Indians next to the Catholic Church. Here in Cathedral City, we already have the churches and school. With the establishment of a bank the historical cycle is being completed. The establishment of a financial institution should be a great benefit for our burgeoning town.

JOHN S. HILLERY
Pres. Cathedral City Lions Club
The men who are members of the Cathedral City Lion's Club,

Baby Prints on Floor of Bank

A faint outline of baby shoe prints may be observed in the concrete leading to the front doors of the Desert Bank.

These are from President Torgerson's only grandchild, a granddaughter just one year of age who was visiting here with her mother while the bank building was under construction.

Desert Bank is Now Bond Agency

Word was received from Washington yesterday that the Desert Bank has been appointed as an agency for the government in the sale and cashing of U. S. Savings Bonds.

settled here and created a small business or financial endeavor, with the firm conviction that the town and locality, were destined to grow. With the opening of the Desert Bank, we can't help but say, "I told you so."

You know—convictions aren't of much value without the courage and real fight behind them to create something of lasting beauty and strength.

The Lion's Club of Cathedral City salutes those of our members, who, in establishing this bank, have sharpened the sights and extended our horizon.

REV. JACK WARTES, Minister
Cathedral City Community Church

I have been told that Ripley, in his noted "Believe It Or Not" column about ten years ago, gave Cathedral City some attention to this effect: "There is a little village in the desert near Palm Springs, California, that is called Cathedral City—yet it has no church, neither a school, nor a jail; believe it or not."

Ripley's statement is not hard to believe for we who live here know our village has grown much in ten years—also that our name came from a God-made Canyon (likened to a Cathedral) rather than a man-made edifice.

Great changes have been made since Ripley spoke of Cathedral City. Two churches and a fine school are here to stay. We trust "Ripley's jail" will not be necessary. Cathedral City also presents a fire hall and a volunteer fighting group, a library, a park (under construction), an active chamber of commerce with a town hall, and several service groups. An now our latest addition: The Desert Bank.

My impression of the Desert Bank can be expressed by three phrases: a well-planned building, a cordial president and the convenient facilities of a "home-

owned" bank. All who have seen the bank are pleased with its looks—both inside and out. Many have said, "Mr. Torgerson doesn't look like a banker," with the thought that he is such an amiable and unassuming person it is hard to imagine him as a banking executive. (It is said one is amiable if he ever lived in Alaska). Many are awaiting the opening of the bank with great appreciation for its expected conveniences. The church officers voted to not only entrust their funds to the Desert Bank but to do it on the opening day. I too, will be there with my mite.

MARY R. WOLSETH, President
Cathedral City Woman's Club

In less than two years in our town the Torgersons have become almost "old-timers." We go to the opening of the Desert Bank tomorrow, not to meet the new president and his wife but to congratulate our valued and dear friends Ruth and Torgy for giving us the opportunity to work with them in making our bank

Congratulations to "Torgie" and Desert Bank

Jack Hillery
Postmaster

part of our daily community life. We have the warm certainty that we will always get good financial advice and help when we ask for it. I know that each member of the Woman's Club wants me to express her pleasure in welcoming a bank which is beautiful in its simple lines and setting, and also to wish the president and the board of directors the best of luck in a project to which we pledge our whole hearted support.

ROBERT H. SHERRILL
Vice President and Secretary
Cathedral City Chamber of Commerce

The phenomenal growth of Cathedral City during the past few years in all categories, business, income and residential, is

Welcome
to
Desert Bank

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TAXI
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8-3211

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Congratulations
to the
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Welcome
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and the
Desert Bank

Scott's
HOUSE OF GIFTS
CATHEDRAL CITY

Desert Bank

naturally has my wholehearted support and my congratulations go to Torgie and his helpers.

Desert Bank

... opening for business when the financial barometer is slack expects a steady rise in deposits and the services planned ... until it attains an earned place of banking pre-eminence.

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